

Vogue



CHRISTMAS
GIFTS

DECEMBER 1, 1933
PRICE 35 CENTS

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Good Living



So superbly has BUDWEISER always matched good food that it has been first choice with one generation after another since 1876. In its creamy foam and full-bodied flavor you find an elusive bouquet possessed by no other beer. This unique flavor has made it outsell any other bottled beer on Earth. Whether the meal be an elaborate course dinner or a simple ham sandwich, BUDWEISER makes it a feast.

Budweiser

KING OF BOTTLED BEER



A N H E U S E R . B U S C H ~ ~ S T . L O U I S

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS




Silverware
Traditional Quality
and Modern Designs

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

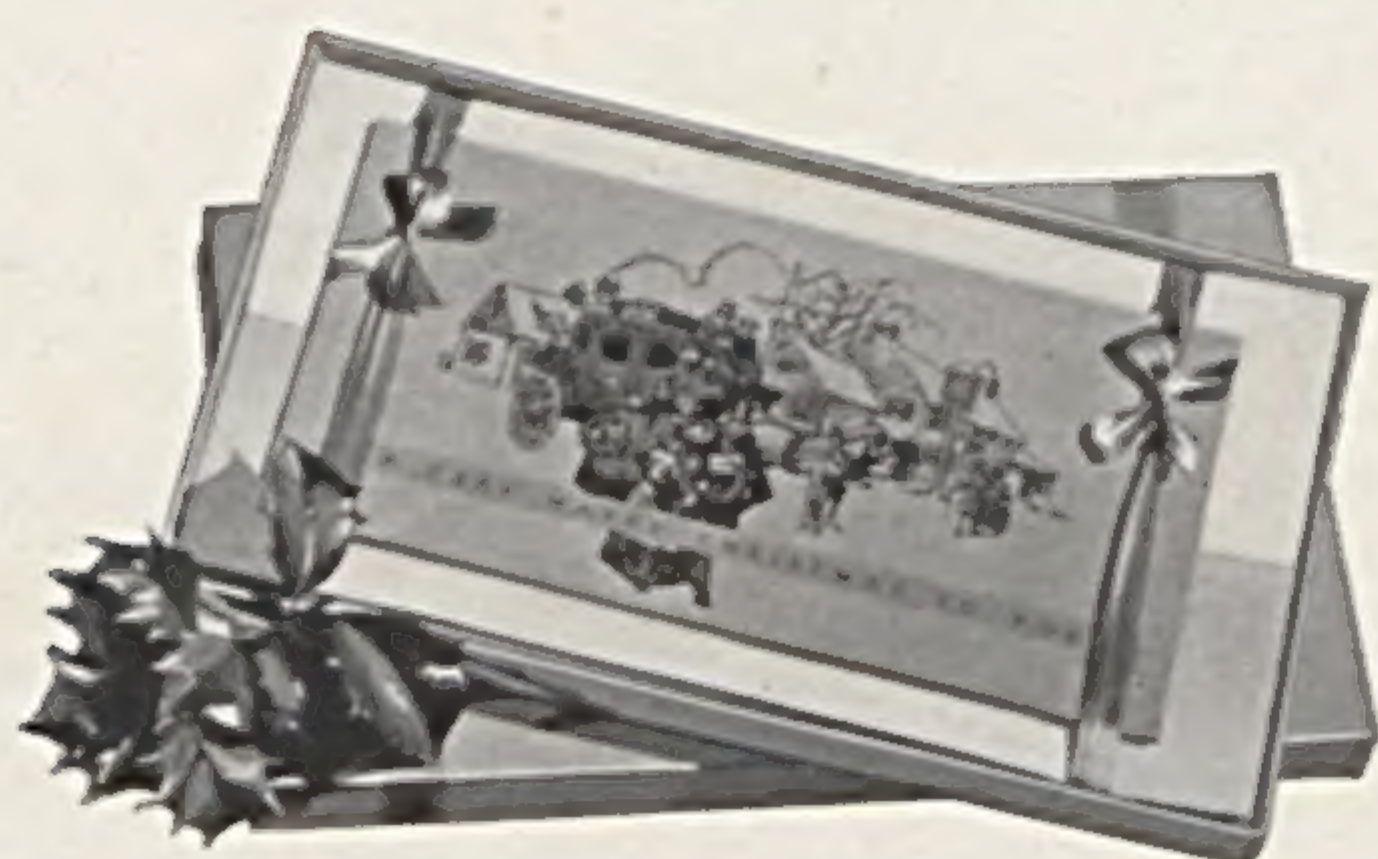
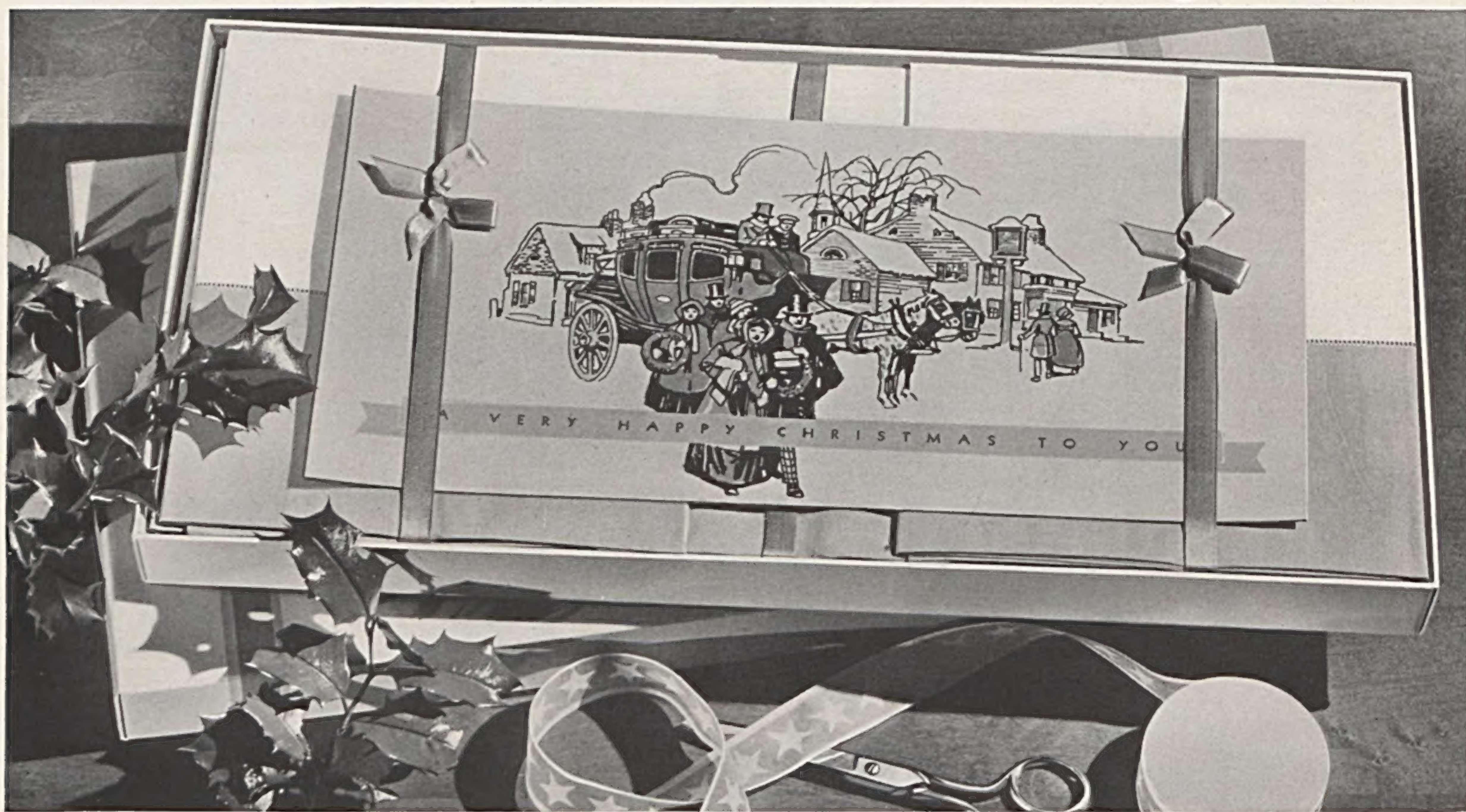
FIFTH AVENUE & 37TH STREET
NEW YORK

PARIS LONDON



Wamsutta Sheets

A doubly brilliant buy,
this Christmas... for gifts



Also PILLOW CASES boxed
with CHRISTMAS GIFT CARDS



If your gifts are Wamsutta all the "thank-you" notes will say: "There is nothing nicer that you could have given me!" For everybody knows that there is only *one* Wamsutta when it comes to combining fineness of texture, luxurious smoothness, and sturdy, honest wear in sheets and pillow cases.

This Christmas, too, you will find less difference in price than you might expect between Wamsutta and other kinds of sheets. At your favorite store ask them to show you the special wrapping and the gay, old-fashioned Christmas cards that you may have with all your gifts of Wamsutta Sheets . . . and with the inexpensive boxed pairs of Wamsutta Pillow Cases as well.

WAMSUTTA MILLS, *Founded 1846*, NEW BEDFORD, MASS.



Handmade

2.95



Velvet 15.00



Quilted
Satin 5.95

Handmade

**BEST'S LINGERIE
MAKES LOVELY GIFTS**

Model V581—Best's exclusive Puerto Rican handmade silk panties with hand-run Alençon type laces. Tearose shade, sizes 14 to 20. **2.95**

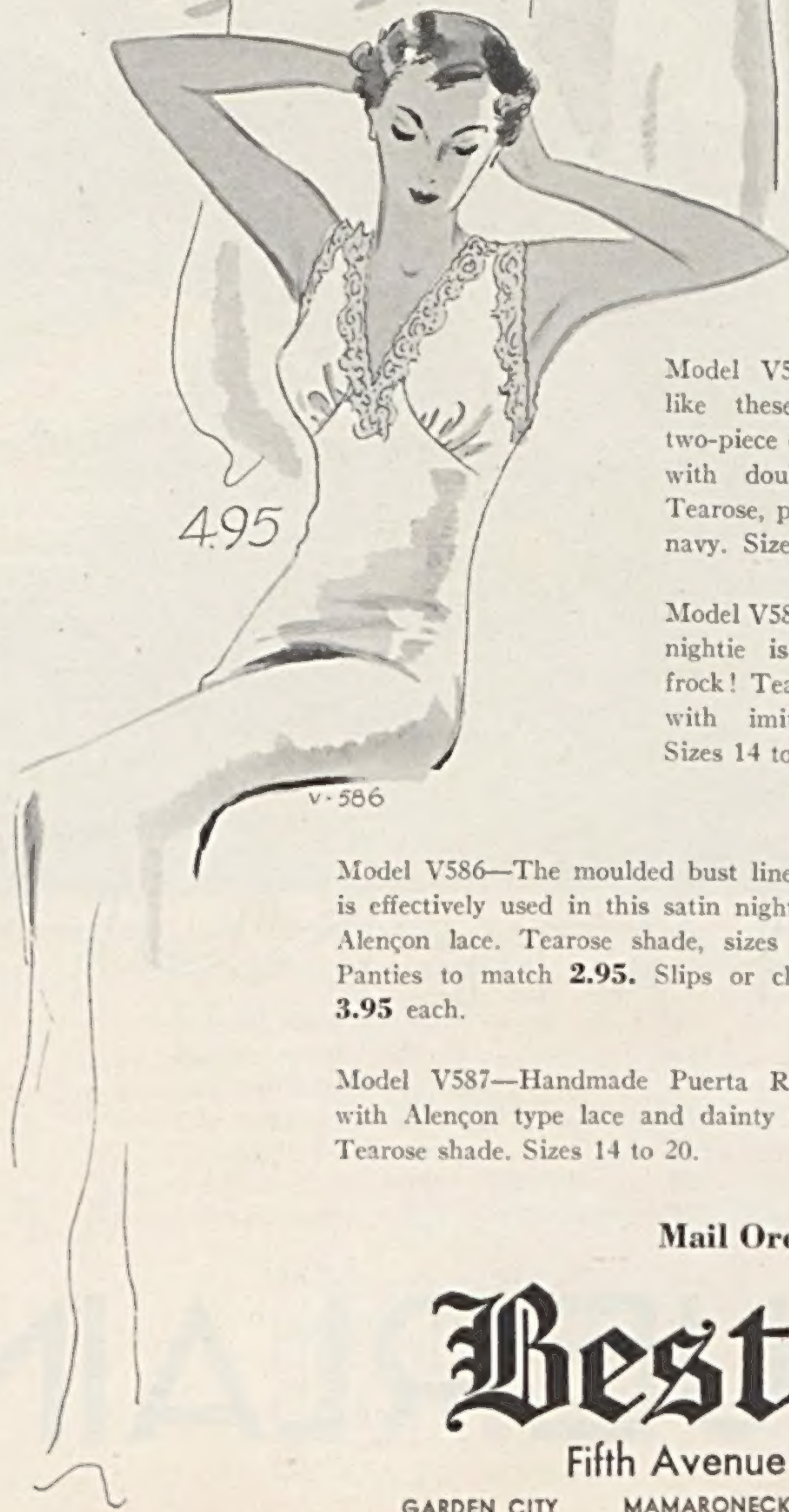
Model V582—Dainty bed jacket of sheer velvet in coral, turquoise, or white, with matching ostrich feather trim. Small, medium, or large. **15.00**

Model V583—Best's famous little quilted satin bed jacket for ladies who like tailored things. Coral, turquoise, or orchid. Sizes 14 to 20. **5.95**



Model V584—Pajama girls like these nicely tailored two-piece crêpe silk pajamas with double-breasted top. Tearose, pale blue, white, or navy. Sizes 14 to 20. **7.95**

Model V585—This crêpe silk nightie is as pretty as a frock! Tearose or light blue with imitation Val lace. Sizes 14 to 20. **6.95**



Model V586—The moulded bust line, à la Mae West, is effectively used in this satin nightie with imitation Alençon lace. Tearose shade, sizes 14 to 20. **4.95**. Panties to match **2.95**. Slips or chemises to match **3.95** each.

Model V587—Handmade Puerto Rican silk nightie with Alençon type lace and dainty hand embroidery. Tearose shade. Sizes 14 to 20. **5.95**



Mail Orders Filled.

Best & Co.

Fifth Avenue at 35th Street

GARDEN CITY MAMARONECK EAST ORANGE BROOKLINE



"VOL DE NUIT"
NIGHT FLIGHT

BY

GUERLAIN

ACCESSORIES TO A MERRY CHRISTMAS

by

Bergdorf Goodman



IN OUR DEPARTMENT OF NOVELTIES AND BIJOUTERIES, WE PRESENT A FULL COLLECTION OF CHRISTMAS GIFTS. A FEW EXAMPLES PHOTOGRAPHED.

At the top, center:

Metallic evening or dinner scarf \$15
 Rhinestone clips, each \$15

In the center, left to right:

Ball stickpins for scarf or hat \$2
 Bracelet watch (real crystal) \$65

Bracelet watch (polished wood) \$35
 Bracelet watch (prystal) \$45
 Clip watch (polished wood) \$35
 Clip watch (prystal) \$45
 Clip watch (real crystal) \$65
 Triple rings, tri-coloured settings \$20
 Chromium ring, with 3 cabuchon stones \$15

Novelty chromium ring \$15

Below, left to right:

French luxury stockings, 200 gauge .. \$6.95
 Evening compact, silvergilt and metal brocade \$10
 Velvet muff-bag, rhinestone ball mounting \$25
 Rhinestone tiara to match \$12
 Velvet gloves, with contrast lining \$12
 Cigarette case, silvergilt and metal brocade \$10

ON THE PLAZA • NEW YORK

BERGDORF
 GOODMAN

FIFTH AVENUE AT 59TH STREET



Lord & Taylor

propose a toast of elegance to the formal two-purpose gown in Karasha Crepe—Edwardian moss crepe newly created in Rayon by Du Pont. With or without its jacket, it is a costume fit for the Mayfair. China red, black, or pansy blue, banded and clipped with brilliants. Misses' sizes, 59.50. The Evening Shop, Third Floor, Lord & Taylor, Fifth Avenue, New York.

KARASHA CREPE IS A BLOOMSBURG FABRIC IN RAYON BY DU PONT RAYON COMPANY, NEW YORK

DU PONT
RAYON

REG. U. S. PAT. OFF.

B. ALTMAN & CO.**old wine in new glasses . .**

*When prohibition is finally repealed, Altman will revive its 68-year-old policy of not selling wines and liquors. —

Do you know the difference between a claret and a port glass? Claret glasses are 5-oz. and port glasses are 4-oz., and they are (respectively) doz. **55.00** and doz. **50.00**



In which glass should brandy be served? Small-mouthed, large-bowl brandy snifters doz. **14.00**

Do you know the proper size glass for highballs? 10-oz. highball glasses, with star cutting . . . doz. **6.00**



Do you know which two glasses should be hollow-stemmed? Champagne glasses and sparkling burgundy glasses, and they are (respectively) doz. **20.00** and doz. **5.50**



What champagne glass, other than the hollow-stemmed, is entirely correct? Saucer champagne glasses doz. **35.00**

Perhaps you are too young to know. Perhaps you have merely forgotten. Perhaps you know a great deal more about the ritual of serving wines* than we do ourselves. At any rate, whether you are novice or connoisseur, Altman is ready to assist you in the revival of a time-honored tradition with the selection of the glasses which will indicate a discriminating understanding of a fine old art.



Do you know the most important feature of an old-fashioned glass? Old-fashioned glasses have thick glass bases for crushing and mingling ice, fruit doz. **6.50**

Why does a Martini cocktail glass have a wide, deep bowl? To make room for the olive. Martini glasses doz. **3.50**



Do you know which cordial should be sipped through a glass sipper? Creme de menthe (because it is served with ice) glasses . . . doz. **3.50**
glass sippers . . . doz. **60c**



Which glass is considered the proper one for sherry? Pipe stem sherry glasses doz. **3.50**



Do you know the preferred glass for light beers? Pilsener glasses, with thumbprint design doz. **6.50**

In what glass should a pousse-cafe be served? Crystal straight-sided 1-oz. glasses to show the even layers of the liqueurs. These liqueur glasses . . . doz. **3.50**

Do you know which vintages should be served iced? Which cool? Which at room temperature? Rhine wine should be iced, white wines at 15% below room temperature, red wines at room temperature. Rhine wine glasses doz. **11.50**

glassware—fourth floor

Fifth Avenue . . . Thirty Fourth Street . . . New York City . . . East Orange . . . White Plains

LEGS...
LEGS...
LEGS...
THOUSANDS of LEGS

No wonder that only a stocking
that is **ADJUSTABLE** can
FIT THEM ALL

Gotham Adjustables* fit every leg and they're fit for every leg. They are the smartest and the most comfortable of stockings. They adjust themselves to the tall... the short... and the in-between. And today, genuine Gotham Gold Stripe Silk Stockings really cost no more than nameless stockings that are so lacking in Gold Stripe smartness, style and quality.

GOTHAM SILK HOSIERY COMPANY, INC.
New York, N. Y.

GOTHAM ADJUSTABLES*
SILK STOCKINGS



* Reg. U. S. Pat. Off.
Pat. Nos.
1728924—1824636

"Stockings That Fit Best Wear Longest"

"I DO ENJOY
SMOKING A CAMEL —"

MRS. HAMILTON FISH, JR.



■ Mrs. Hamilton Fish, Jr. is as popular in New York as in Washington. For generations the Fish family have had their beautiful estates at Garrison, New York, overlooking the Hudson. In Washington, while Congress is in session, her lovely house, with its ancestral portraits, its beautiful old furniture, is full of brilliant and astute conversation. She has a genius for entertaining, and dinner at her table, with its exquisite Early American amber glass, her asparagus with eggs Hollandaise, lives in the memory of many a foreign diplomat. Camels are always served. In the summer she goes to Murray Bay, Canada and plays golf. She loves Early American glass and has an extensive collection that is worthy of a museum.

**CAMELS ARE MADE FROM FINER, MORE EXPENSIVE
TOBACCOS THAN ANY OTHER POPULAR BRAND**

"My débutante daughter really taught me to smoke—and I do enjoy smoking a Camel with her," Mrs. Fish says. "The flavor is so smooth and rich and they are very mild without being flat. I don't tire of their taste. When my two younger children grow up and start to smoke, Camels will probably be their cigarette, too."

The choicer tobaccos in Camels do give you that milder, cooler smoke people enjoy so. And even if you smoke a great deal, Camels never get on your nerves.

Leaf tobaccos for cigarettes can be bought from 5¢ a pound to \$1.00—but Camel pays the millions more that insure your enjoyment.





on the trees of the
first families

Christmas trees, like family trees, feel the same about silk stockings. Just any name won't do. The name McCallum belongs—by virtue of its aristocratic lineage and its beauty. Consider this, then, oh giver of beautiful gifts. A complete "set" of luxurious McCallum Ingrains in distinctive costume colours especially planned for the new winter clothes. Or some day-in, day-out dip-dyed McCallums. Knowing the utter distinction of McCallums, you cannot be content with less.

you just know she wears them

McCALLUM
STOCKINGS

AT THE FINER STORES

BONWIT TELLER'S
Chronicle of fashion



ERMINE

IS USED DIFFERENTLY

Black velvet with ermine — the most beloved of all evening fashions — is interpreted in an entirely new way in this copy of Vionnet's evening wrap that leaves a little fold of flattering velvet above the sleeves and yoke of snowy ermine. One of a group of lovely evening wraps in the Bonwit Teller collection.

EVENING WRAPS
FIFTH FLOOR

BONWIT TELLER
FIFTH AVENUE AT FIFTY-SIXTH

Cartier
SUGGESTS
FOR CHRISTMAS



Pocket knife—gold, black enamel, cabochon rubies. Cuff links—sapphires, square and baguette diamonds. Bill clip with watch—silver, black enamel. Cigarette holder—yellow amber with gold band. Lighter—gold and black enamel, engine turned. All articles illustrated are reduced approximately half their actual size.

Key chain—gold, engine turned padlock. Paste rouge box—tortoise shell, enamel elephant. Clip brooch—tourmaline, garnets, diamonds, pearls, enamel. Lighter—gold, black enamel with coral wheel. Vanity—gold, white enamel, rubies, baguette diamonds.



An ensemble in diamonds, composed of bracelet, earrings, choker, clip brooch, and ring.



Cartier INC.

PARIS • FIFTH AVENUE AND 52ND STREET, NEW YORK • LONDON

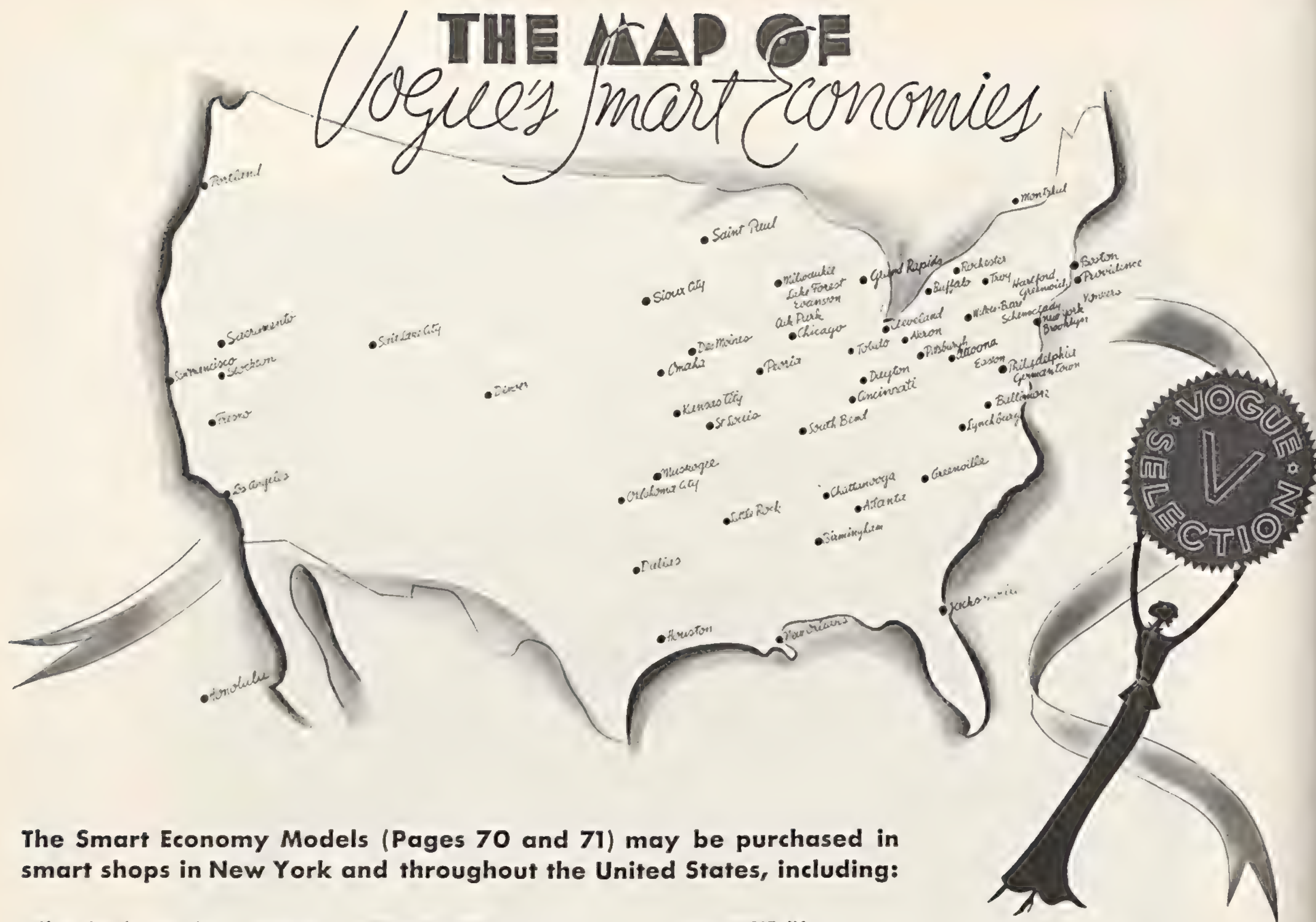
Henri Bendel, Inc.
Ten-West Fifty-Seventh Street



As Presented by Bendel

One of a series of our new evening gowns designed for formal holiday occasions and early season Palm Beach wear.

This model is of soft, peach-beige Moiré complemented by a graceful shoulder cape of transparent velvet and blue fox.



The Smart Economy Models (Pages 70 and 71) may be purchased in smart shops in New York and throughout the United States, including:

• If no shop in your city or shopping center is listed here, write to Vogue, 420 Lexington Ave., New York City, and we will be glad to give you the address where the Smart Economies are available. Be sure to state what model or models you are interested in. Enclose stamped, addressed envelope.

AKRON, OHIO
The M. O'Neil Co.
ALTOONA, PA.
Simmonds
ATLANTA, GA.
Davison-Paxon Co.
Rich's, Inc.
BALTIMORE, MD.
Bonwit Lennon & Co.
Hochschild, Kohn & Co.
BIRMINGHAM, ALA.
Burger-Phillips Company
BOSTON, MASS.
R. H. Stearns Company
BROOKLYN, N. Y.
Abraham & Straus, Inc.
Frederick Loeser & Co., Inc.
BUFFALO, N. Y.
Wm. Hengerer Co.
Flint & Kent
CHATTANOOGA, TENN.
Miller Bros. Co.
CHICAGO, ILL.
Marshall Field & Co.
Carson Pirie Scott & Co.
CINCINNATI, OHIO
Irwins and Klines

CLEVELAND, OHIO
The May Company
CUMBERLAND, MD.
Lazarus
DALLAS, TEXAS
A. Harris & Co.
DAYTON, OHIO
The Elder & Johnston Co.
DENVER, COLORADO
Daniels & Fisher Stores Co.
DES MOINES, IA.
Yunker Brothers, Inc.
EASTON, PA.
Gier's, Inc.
EVANSTON, ILL.
Marshall Field & Co.
FRESNO, CALIF.
Bruckner's
GERMANTOWN, PA.
Robert Cherry Sons
GRAND RAPIDS, MICH.
Herpolsheimer Co.
GREENVILLE, S. C.
Meyers-Arnold Co., Inc.
GREENWICH, CONN.
Franklin Simon & Co.
HARTFORD, CONN.
G. Fox & Co.
HONOLULU, HAWAII
The Liberty House
HOUSTON, TEXAS
The Patio Shop
JACKSONVILLE, FLA.
Cohen Brothers
KANSAS CITY, MO.
Rothschilds on Main at 10th
Geo. B. Peck Dry Goods Co.

LAKE FOREST, ILL.
Marshall Field & Co.
LITTLE ROCK, ARK.
The M. M. Cohn Co.
LOS ANGELES, CALIF.
J. W. Robinson Co.
The May Company
LYNCHBURG, VA.
J. R. Millner Company
MILWAUKEE, WIS.
Gimbel's
MONTREAL, CANADA
Henry Morgan & Co., Ltd.
MUSKOGEE, OKLA.
B. E. Spivy Co.
NEW ORLEANS, LA.
D. H. Holmes Co., Ltd.
OAK PARK, ILL.
Marshall Field & Co.
OKLAHOMA CITY, OKLA.
Rorabaugh-Brown
D. Gds. Co.
OMAHA, NEB.
Thomas Kilpatrick & Co.
PEORIA, ILL.
Block & Kuhl Co.
PHILADELPHIA, PA.
The Blum Store
B. F. Dewees
PITTSBURGH, PA.
Joseph Horne Co.
Kaufmann's
PORTLAND, OREGON
Meier & Frank Co.
PROVIDENCE, R. I.
Gladding's

ROCHESTER, N. Y.
McCurdy & Co.
SACRAMENTO, CALIF.
Hale Bros. Inc.
ST. LOUIS, MO.
Scruggs-Vandervoort-
Barney Dry Goods Co.
Famous & Barr Co.
SAINT PAUL, MINN.
The Golden Rule
SALT LAKE CITY, UTAH
Auerbach Co.
SAN FRANCISCO, CALIF.
City of Paris D. Goods Co.
The White House
SCHENECTADY, N. Y.
H. S. Barney Co.
SIOUX CITY, IOWA
T. S. Martin Co.
SOUTH BEND, IND.
George Wyman & Co.
STOCKTON, CALIF.
Levinson's Dress Shoppe
TOLEDO, OHIO
Shop of Gerald Pheatt
14 Spitzer Arcade
TROY, N. Y.
G. V. S. Quackenbush Co.
WILKES-BARRE, PA.
The Isaac Long Store
YONKERS, N. Y.
The Fashion Shop

GIVE A GIRL A DIAMOND FOR A DOLLAR . . .

New printed silk scarfs, ready to don, in the neckwear department. Or clipped fresh from the bolt for you, in the silk section. At good shops in all cities . . .

DIAMOND

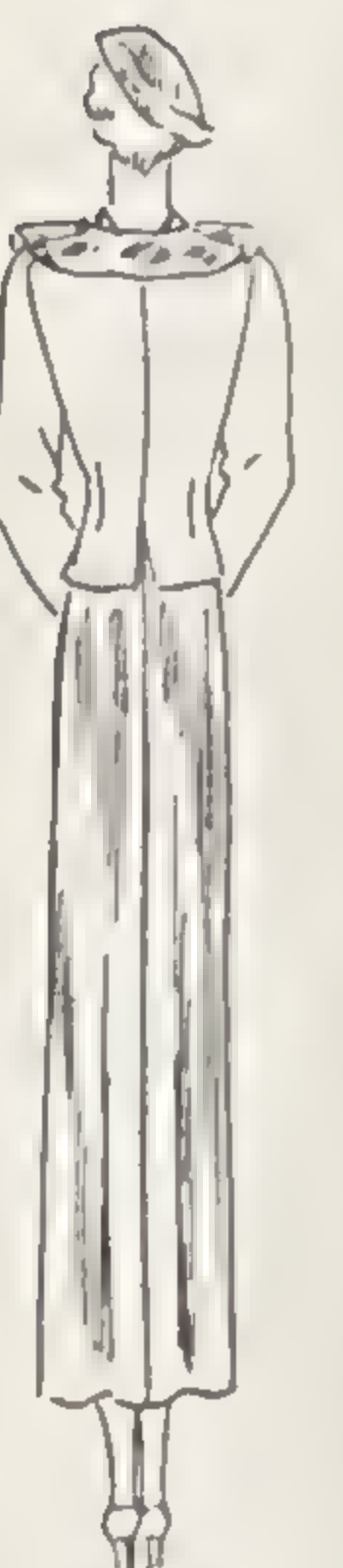
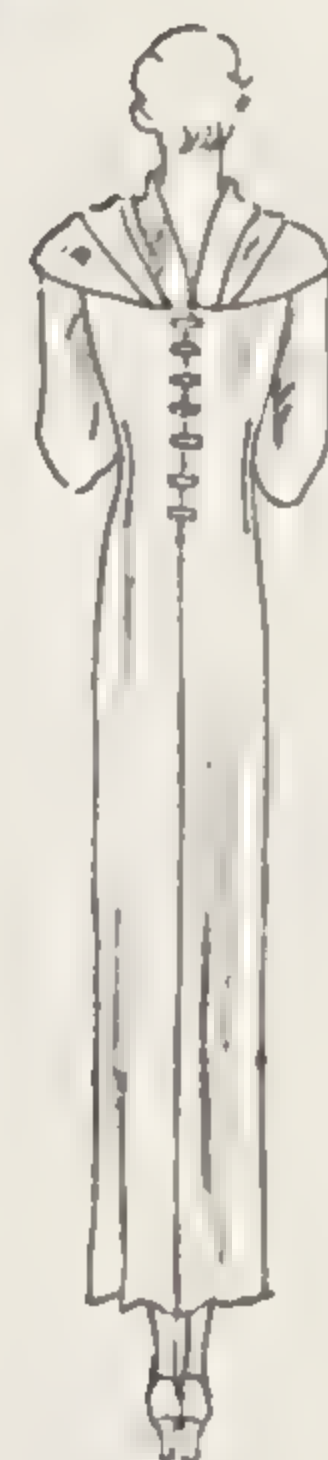
Écharpe

"Tyrolean Twist"
tied in front

"Sweater Swath"
tied in back

SILKS BEAU MONDE

MADE JUST FOR YOU-



NOT FOR THE MANY



Some women pay a high price for exclusive gowns—others use Vogue Couturier Designs. They find this a less expensive road to chic—and equally exclusive.

Women of good taste always manage to look perfectly dressed, even when they cannot spend a great deal for clothes. They choose the best fabrics (never will they deviate from this rule) and the only patterns which are created to please the few. Vogue Couturier Designs are so "high" in fashion that they cannot appeal to the many. And their price—two dollars—may seem high to those who do not appreciate the priceless quality of fine designing.

Every month Vogue's staff, working right in Paris, creates a group of designs. True, these embody the high spots of the mode. But they have an individual flavor, a dateless beauty, which make them charming and wearable long after the fashion which inspired them has passed into oblivion.

VOGUE COUTURIER DESIGN NO. 274

A coat-dress sans collar but with a front which can open into large revers and reveal a contrasting gilet. Rather short sleeves, deeply cuffed with fur. In sizes 32 to 42. Price \$2.

VOGUE COUTURIER DESIGN NO. 276

An unusual dress-and-jacket ensemble. The black satin dress drapes the throat. The blue broadcloth jacket shows its black satin lining in soft revers. In sizes 32 to 40. Price \$2.

VOGUE COUTURIER DESIGN NO. 275

A beltless, fitted afternoon frock with a back yoke which smoothly moulds the shoulders and contrasts with the drapery across the front. Cut in sizes from 32 to 42 and priced at \$2.

EVERY SHOP WHICH SELLS FINE FABRICS, ALSO SELLS VOGUE PATTERNS



Gloves? Black panne velvet, snugly fitted, adds a great deal of spice to a formal ensemble. This model \$2.50. Other Van Raalte gloves, in a variety of fabrics and textures from \$1.00.

Underwear? Gentle control of the figure is achieved by this dainty silken sheath. This model (9088) with fine lace insets and concealed garters \$6.00. Other Singlettes from \$1.50.

Stockings? 'Checkers'—a clear chiffon with open-stitch top—is gaily packed in red and black boxes, each pair sealed in Cellophane. \$1.25. Other Van Raalte Flextoe stockings from \$1.00.

GIFTS

WITH THE **VAN RAALTE** TOUCH

There are all sorts of Christmas gifts (and all sorts of Christmas givers!) The brilliant gift suggestions above are typical examples of the lovely things Van Raalte has waiting for you at your favorite shop—things so enchanting that after you've given them to various favored friends, you'll want to give some to yourself at once. For whether it's one pair of stockings or Van Raalte's most frivolous Singlette, you will find everything designed with the unerring rightness and made with the exquisite workmanship so typical of Van Raalte...

"because you love nice things"

★ ★ ★
★
LEKTROLITE

"FASHIONS OF THE HOUR"

THAT MAKE THIS A

Matchless Christmas



The Flameless Mystery Lighter

● LEKTROLITE, the most original gift idea in ages...the smartest, most practical gift for smokers of any age (or sex). It's a magical gift of light without flame. It brings long sought freedom from flaming, torch-like matches. Relief, too, from thumb-bruising, gadget lighters. For LEKTROLITE has no flints, no wheels, no buttons, no mechanism — nothing to operate, nothing to go wrong.

There isn't a smoker who doesn't welcome the convenience of LEKTROLITE'S soft, red glow. A glow the fiercest wind can't extinguish. Touch your cigarette to the crimson ring — puff, and smoke. No sulphur match-taste, no odor, no flame — just a clean, round light that gives first puff enjoyment.

LEKTROLITE comes in compact modern designs for the feminine purse or the masculine pocket. There are models for evening as well as for sport...for every taste. In colorful enamel; in silvery chromium; in gold and silver. In beautiful cases with automatic refill, as low as \$5—as high as \$300. Sold at better stores and jewelry shops.

PLATINUM PRODUCTS CO., INC.

521-5TH AVENUE, NEW YORK

*Courtesy of "Fashions of the Hour," Marshall Field & Co.

LEKTROLITE products are protected by Patents Nos. 1,899,008, 1,937,097 (other patents pending). All infringements are subject to legal action.





1

Fine Crystal . . .

a gift to pleasant living

IN SPIRIT with the renewed appreciation for the finer things, Libbey Crystal takes high place in the realm of this year's giving. To daily occasions of celebration, and for enjoyment through the years, its splendid beauty contributes that distinction that makes life so much more pleasant.

Libbey Crystal is hand-blown, hand-cut. No machine in the world can produce the same graceful lines, the same flashing brilliance, that identify the handiwork of the master glass craftsman. That is one reason why a gift of Libbey Crystal will be treasured always. The prices for individual pieces begin at \$2.50; stemware prices range from \$10 to \$2500 a dozen.

Agnes Foster Wright, famous hostess and nationally known interior decorator, has prepared an attractive booklet for us on the correct glass service for all occasions. May we send you a copy . . . free? The Libbey Glass Manufacturing Company, Toledo, Ohio.

- 1 A DECORATIVE BOWL of clear crystal with a dramatic swirl of color. A piece destined for posterity, as well as for pleasure today.
- 2 A PAIR OF CRYSTAL CANDLESTICKS, modern and so exquisite we predict they'll become classics.
- 3 A DECANTER, heavy-cased with color, richly cut, the kind that wins complete masculine admiration.
- 4 A CORDIAL SET, gaily colored, to be treasured not only as a set, but for its versatile glass tray, the dozen glasses, and the two smart carafes.
- 5 LONDONDERRY, the goblet of a distinctive stemware family. In the correct Waterford tradition, it has original beauty of its own.
- 6 SYMPHONY, fragile and lovely, the goblet of another aristocratic stemware line.

This label, in blue and white, identifies all Libbey Crystal



2



3



4



5



6

Libbey
CRYSTAL





HENNESSY

brandy



So we can be ourselves once more! No need ever again to hide fiery bitterness with queer concoctions . . . to apologize while filling a glass . . . to force undesired draughts upon unhappy guests. We can toast fair ladies with Hennessy once again, not because drinking is smart, but because Hennessy still is, as it has been since 1765, the most delicate, the richest, the most joyous product of the vintner's art . . . the brandy which has been aging patiently at Cognac all these years within the happy staves of oaks . . . whose fragrant, full-bodied purity fits so many happy moments.

Sole Agents for the United States

Schieffelin & Co., New York

Importers since 1794

This advertisement is not intended to offer Three-Star Hennessy for sale or delivery in any State wherein the sale or use thereof is unlawful



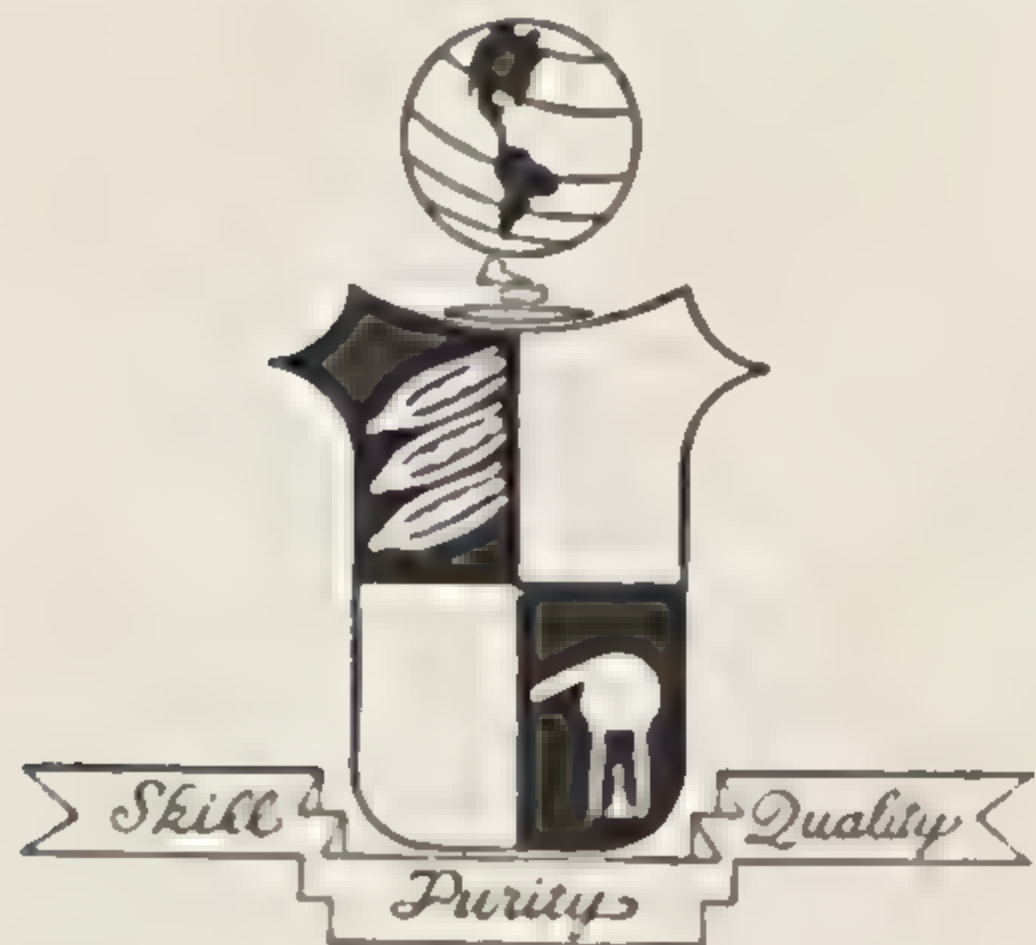
PHOTO BY RITTAGE

TYPICAL of American leadership in so many fields *Dixie Belle Triple Distilled Gin*, an American product, is an outstandingly fine dry Gin. • Attuned to the more gracious manner of living and entertaining, *Dixie Belle Gin* will add unique zest to your cocktail...

appetizing flavor to your highball. • For sale everywhere coincident with the repeal of the 18th Amendment, within those states whose statutes permit the sale of spirituous liquors.

DIXIE BELLE GIN

A product of



This advertisement is not intended to offer alcoholic beverages for sale or delivery in any state wherein the sale or use thereof is unlawful.

CONTINENTAL DISTILLING CORPORATION
Philadelphia, Penna.



GIFT CATALOG
MAILED
ON REQUEST



A Gift from...

MARK CROSS

is a subtle acknowledgement
of good taste

A handbag is the perfect gift for the woman who dresses well. Black or brown suede purse with marcasite clasp—\$9.50. Black or brown calfskin envelope with marcasite and stone clasp—\$12.50.

The final touch of smartness to any costume—gloves from Mark Cross. Men's mochas or pigskins are \$3.85 or \$4.00.

For women, the French kid slippers are \$3.50, the novelties from \$3.50 up, and the pigskins, \$3.85.

An exquisitely feminine gift is the ecrase jewel box in all colors. 7" or 9"—\$12.00 or \$14.00.

Accessories have their own smart cases at home or when travelling. Matching glove and handkerchief set in brown, green, rose, blue or purple morocco. Handkerchief box—\$6.00. Glove box—\$8.50.

She who dashes off a hasty note now and then will enjoy this writing case in blue, green, brown or lavender ecrase—\$9.00.

Keeping ties neat en route or at home. Folding tie case of brown sealion—\$10.50. Tan pigskin—\$11.00.

ZZZZZ! and this compact toilet case is ready for use. Black or brown grained hide with ebony and Crossalin fittings—\$7.50.

A gracious gift for the woman who knows that it is now smart to sew. Completely fitted basket with leather top in various colors. Size 10½"—\$12.00.

A thrill is in store for the recipient of this grained hide fitted case. Black or brown with colored enameloid fittings. 16" or 18"—\$26.50 or \$27.50.

Rings, studs, buckles and scarf pins all have their own places in this very masculine stud box. Various leathers in dark colors—\$4.75. Pigskin—\$5.00.

An ideal gift for a man, as a set or singly. A 20-cigarette case of pigskin or black or brown seal—\$7.00. Matching billfold with 4 14-kt. gold corners—\$9.50. Key case with 2 14-kt. gold corners for 4 key hooks—\$5.00 or 6 key hooks—\$5.75.

The man who travels will welcome a gladstone bag. Of black or brown grained hide. 24" or 26"—\$12.75.

Mark Cross

NEW YORK

Fifth Avenue at 37th
Broadway at Cortlandt

Vogue's address

Here are dozens of concentrated little messages, each one charged with dynamite for the woman who knows good value when she meets it. Refer to Vogue's address book for help with your shopping problems. The services and shops listed here are well worthy of your confidence.

B

BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog, Wm. Nibur, 2432 B'way, 510 & 669 Mad. Ave., N.Y.

LEONARD MOSE, formerly of Paris. Custom hand bags. Also repairing, recovering, relining. Tapestries mounted. Your material if desired. Workmanship guaranteed. Mail orders. 65 W. 53 St., N.Y.

BEAUTY CULTURE

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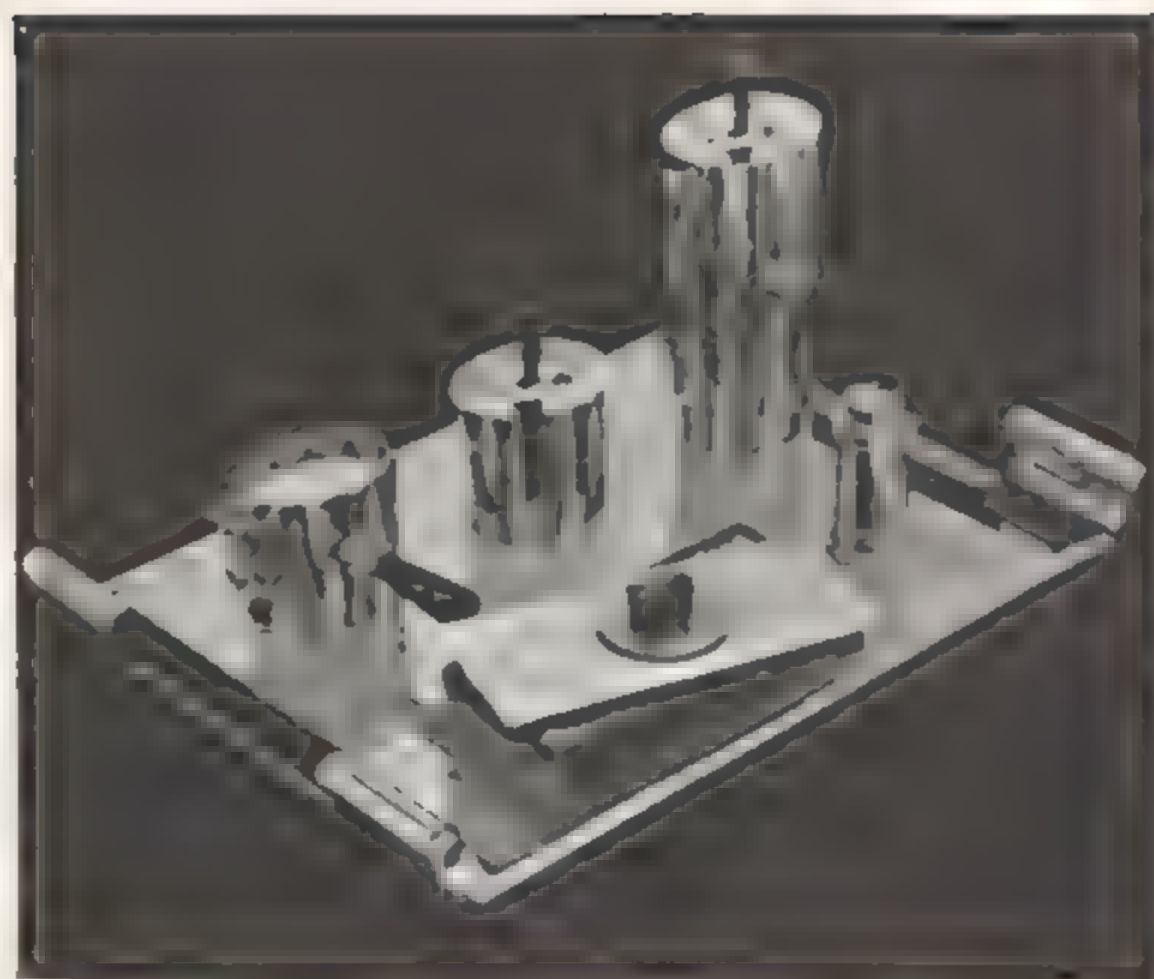
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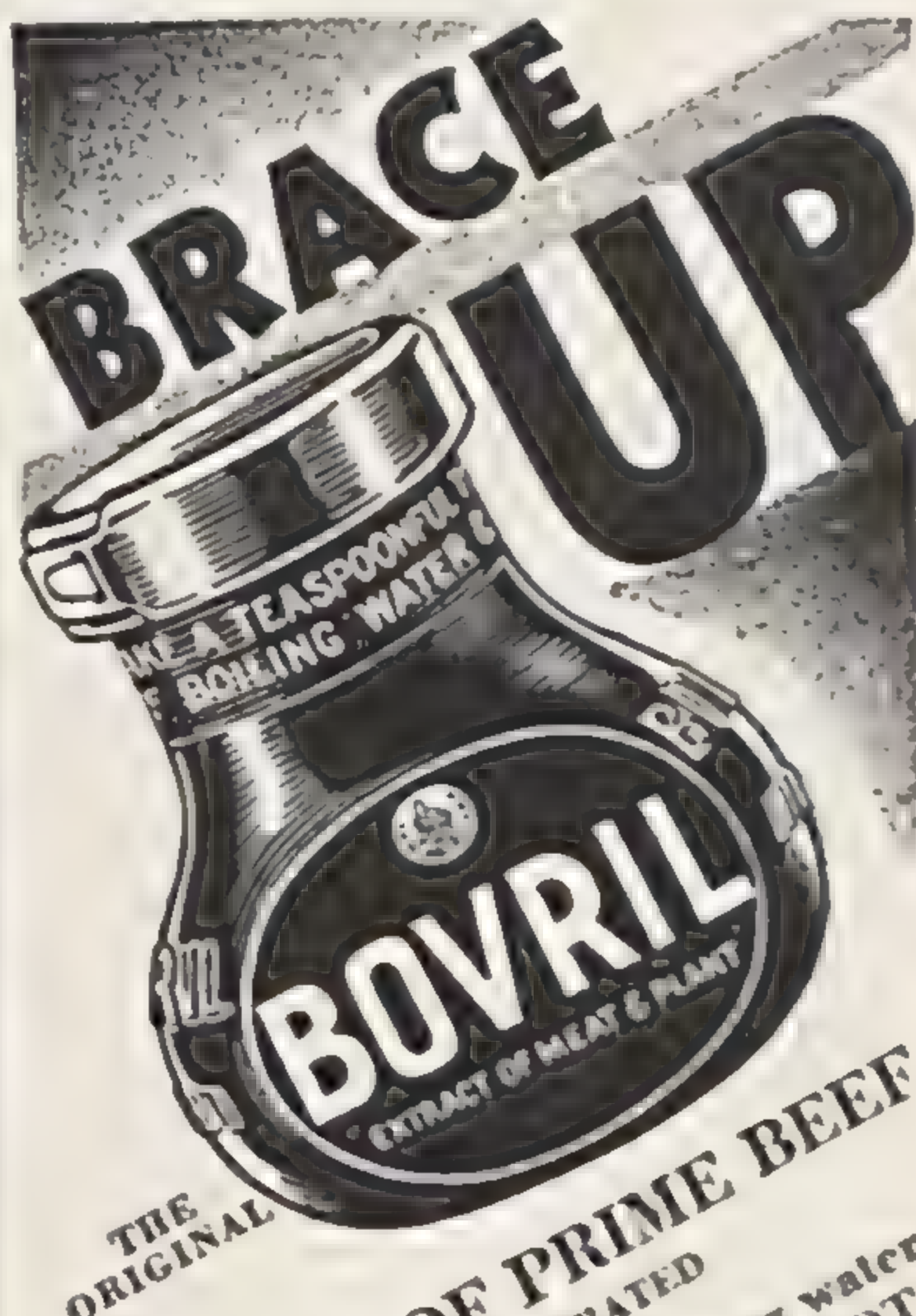
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JUNE 2

SECOND CLUE: We write asking for further information as to age, inclination, talents, and training of the children.
JUNE 5

THIRD CLUE: A long letter is received from the gentleman who tells us he is a father now. He gives us the following information concerning the "children."
JUNE 16

Sex: a girl; Age, one week; School work done to date: elementary course in nursing

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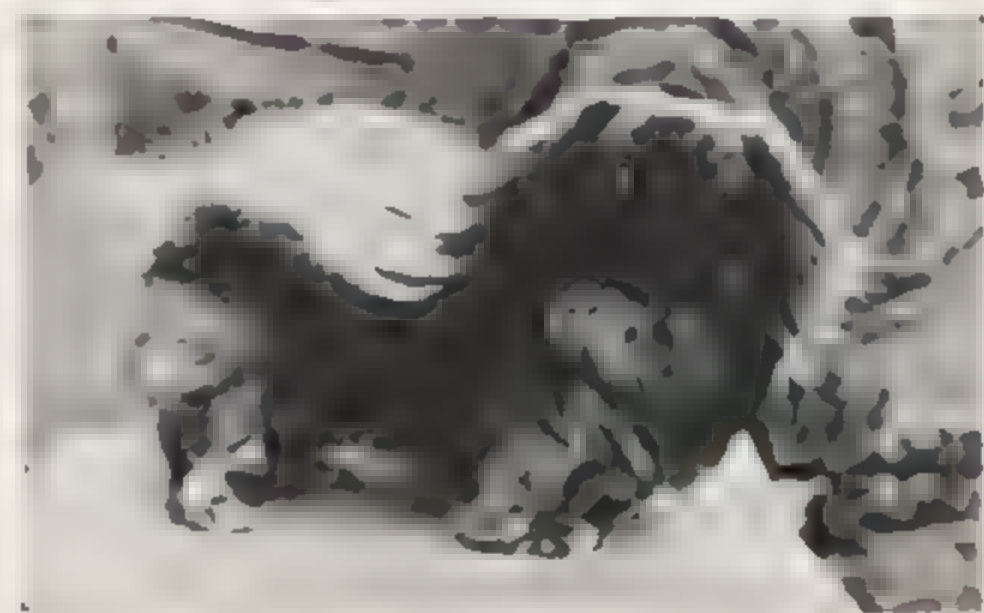


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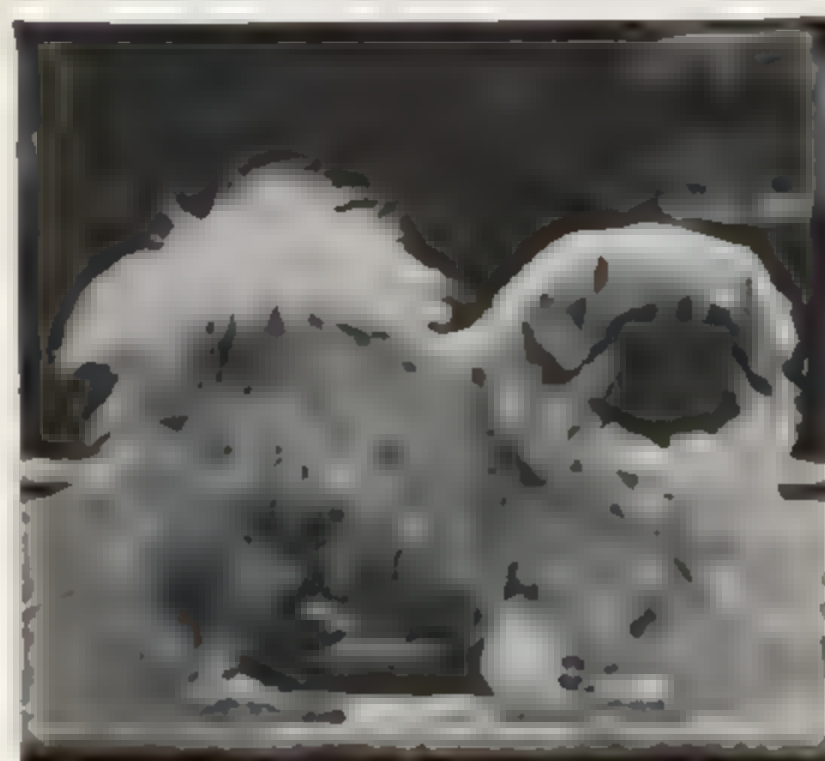
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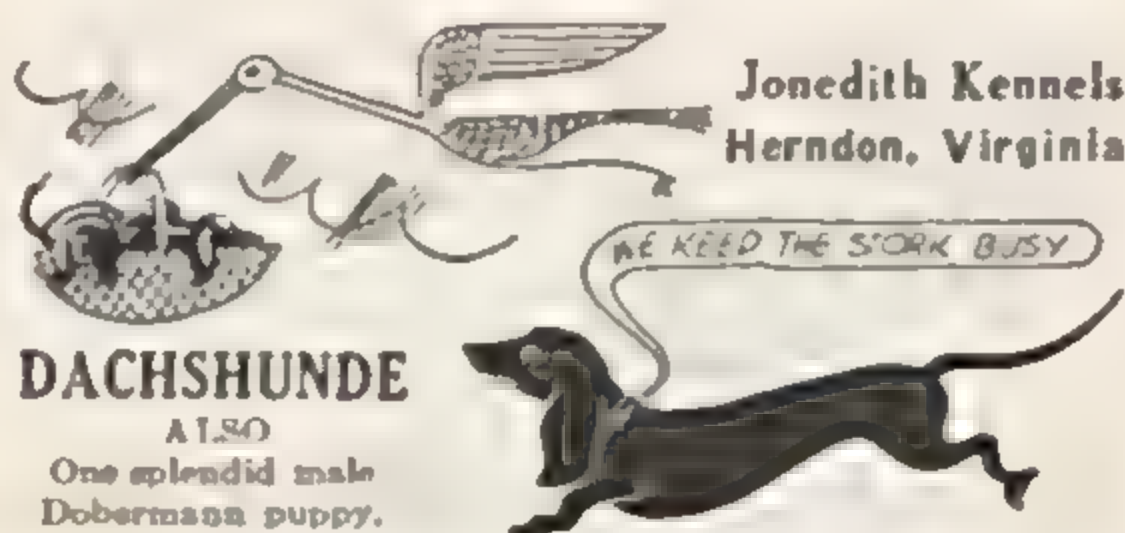
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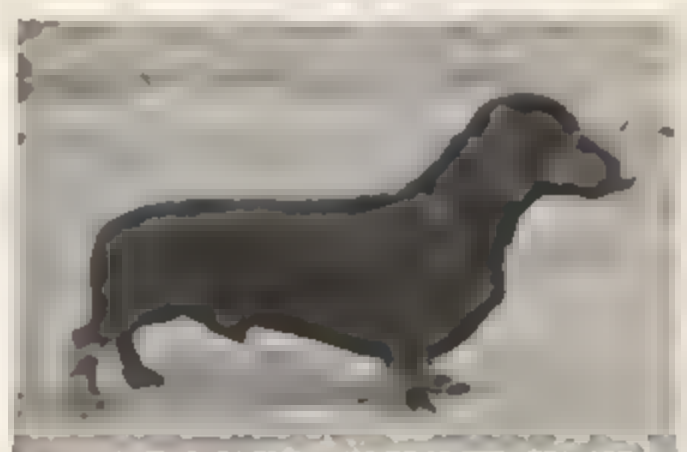
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Adventuring in SOUTHERN CALIFORNIA



HELEN: When I see all this, I can hardly believe we were in New York just three days ago ... or that by flying you could be back at the office in less than a day.
BILL: Office? What's an office? I've forgotten already. What I need is plenty of this sunshine!



HELEN: Wasn't Catalina fun? Sailing out over the Pacific...I felt like Balboa when we first saw it...and then those glass-bottom boats and the flying fish, and the place where they were taking the South Sea movies!
BILL: Don't forget the deep-sea fishing. There's a *thrill*.



HELEN: What marvelous roads! We've been in Los Angeles, Pasadena, Pomona, Long Beach, Santa Monica, Beverly Hills, Hollywood, Glendale—all today.
BILL: A thrill a minute. And plenty more to come... the races, polo, golf tournaments, movie studios...



HELEN: No wonder people rave so about the desert ... swimming, playing tennis in shorts, riding... we'll go home as brown as Indians.
BILL: This trip is certainly an eye-opener. We'll have to bring the youngsters along next time.



BILL: Isn't there any end to the ways to have a good time here? We haven't been wined and dined so, or met so many interesting people in years.
HELEN: And why not? They're here from all over the world. There's only one Hollywood, you know.



BILL: What golf courses! Can't decide whether I like the sea-shore or "mountain-top" kind best.
HELEN: I don't think I've ever had such a good time. And yet with all we've done out here, we haven't spent any more than if we'd stayed home.

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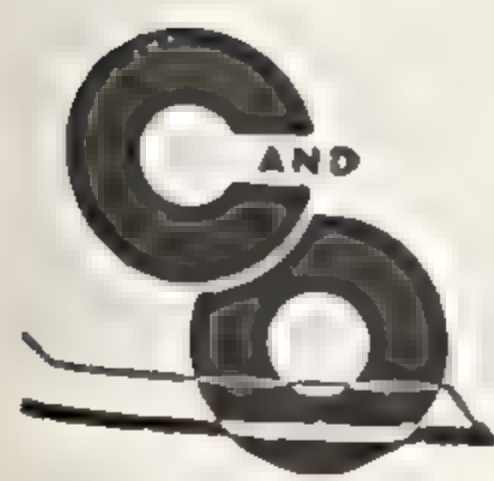
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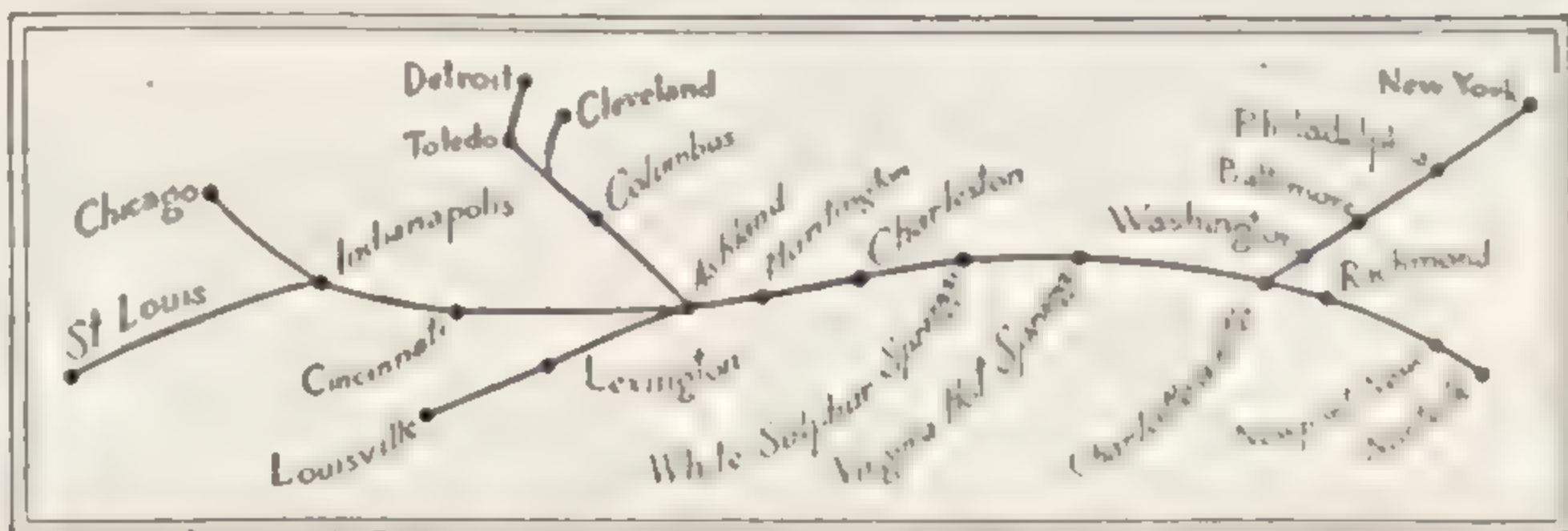


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Little Mae is a sweet child. Her vogue in curves is all her own. And when she travels, her mother invariably chooses the genuine air-conditioned trains of the Chesapeake and Ohio, because Mae stays immaculate, supremely comfortable and agreeable. As for sleep—she just can’t get enough of it.

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Travelog

SOUTHERN OPENINGS

Comes snow to the great open spaces of Gotham, and down South the smartest resort hotels lure us with their announcements of December openings. Two of the finest Florida hotels—the Miami-Biltmore and the Roney-Plaza—are opening a full month earlier than in former years. Whether this is in anticipation of mellow winters after repeal or due to the increasing trek of snow dodgers southward these past years, one does not know. The Miami-Biltmore Open Golf Championship December 8, 9, and 10 offers you sufficient grounds to get your husband, and incidentally yourself, to Florida. Not to forget that the Roney-Plaza has its formal opening party December 23. Again, for those of you who like golf, or who have husbands who do, there's the midwinter tourney this month at Pinehurst. George T. Dunlap, junior, Pinehurst's gift to national golfdom, is likely to be the player most watched in this tourney. The Carolina, one of the notable hotels in Pinehurst, is open, of course. Among those who pass the winter season at this resort are Mr. and Mrs. Livingston L. Biddle, second, Mr. and Mrs. Verner Z. Reed, junior, Mrs. Philip S. P. Randolph, Mr. and Mrs. Struthers Burt, and Mr. and Mrs. Almet Jenks.

HUNTING IN GEORGIA

Down in Georgia at the Sea Island Hunting Lodge on the Georgia coast, the start of the early hunting-season is getting under way. Quail and wild-turkey hunts are the immediate attractions, though deer, doves, and water-fowl also abound on the sixty-thousand-acre preserve. All main seasons at the preserve had opened by November 20.

BATH COUNTY HOUNDS

At Hot Springs, Virginia, Mrs. Fay Ingalls is Master and huntsman of that flourishing young hunt, the Bath County Hounds. The first hunt of the season this year, a special drag in honour of the Moore County Hounds, of Southern Pines, and its Master, Jackson H. Boyd, was held late in September, and the hounds will be out at least twice a week until the end of April.

IN WASHINGTON

The winter dinner of the Gridiron Club will be held in Washington on December 9 at the Willard Hotel. President Roosevelt will again be the honoured guest of this famous fête of Washington newspaper correspondents, which is given twice yearly for the "great ones" of American political, official, and journalistic life. Other distinguished guests will include members of the cabinet, Ambassadors, Chief Justice Charles Evans Hughes, and Henry T. Rainey, speaker of the House of Representatives.

The sixth year of the Washington Bachelors' Cotillions will begin on December 11 at The Mayflower with the second and third of the series scheduled for the second Monday of January and February. A debutante from official, diplomatic, and residential circles is chosen for special honour at each of the three cotillions. The eleventh season of Mrs. Lawrence Townsend's Wednesday Morning Musicales, consisting of a series of seven concerts, will be held as usual in the grand ballroom of The Mayflower beginning on December 13.

VIA SHENANDOAH

For those who have gone South other winters and missed the Shenandoah Valley route, a treat is in store. The mountain scenery is always gorgeous with the Blue Ridge on one side and the Alleghenies on the other. Whether you come out from Washington via Luray or down from Pennsylvania through the northern gateway, you can visit the natural wonders, the astounding Caverns, or Natural Bridge—and go on south through the mountains of the Carolinas into Georgia or down to Florida.

JUST TO KEEP POSTED

CARNEGIE HALL: Philharmonic Symphony Society Concerts on December 1, 3, 6, 7, 8, 10, 14, 15; Lily Pons, Monday evening, December 4; Rachmaninoff, Saturday afternoon, December 9; Mischa Elman, Monday evening, December 11.

OPERA: Metropolitan Opera Association, Academy of Music, Philadelphia, on December 19.

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French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

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New St. Charles. In the heart of the city. Noted for refinement and real service. Always recommended to ladies traveling alone. Reasonable rates.

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Hotel Barelay. 111 E. 48th St. Delightful Colonial atmosphere. Near the smart shops, theatres, uptown business district, and Grand Central Station.

The Panhellenic. 3 Mitchell Place (49th St. & 1st Ave.). A tower hotel by the East River. Delightful environment. Convenient transportation. Reasonable.

Hotel Parkside. 20th St. and Irving Place. In convenient Gramercy Park. Solariums, roof terrace, excellent restaurant. \$2 per day—\$10 per week.

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Ocean Forest Country Club. Invites you to one of the South's best golf courses. Grass greens & tees. Excellent cuisine. Winter climate ideal.

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All handmade of course.

Booklet on Request.

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Vogue Covers



Flower tricks

• I suppose most of us think that the vogue for men

to wear dark carnations with their evening attire originated in London eight or ten years ago, when the Prince of Wales burst forth with a bit of colour to relieve the proverbial and irrevocable black and white. But there is in our midst one who is said to have started it all over forty years ago. That genial, entertaining florist, Max Schling, says that when he was a young man in Vienna, he introduced the idea at the Künstler Fest in 1889. The gay young artists of *Wien* slipped red carnations back of their ears, as office clerks wear pencils. Gradually, the carnations found their way into buttonholes. And, lo—a new vogue was born.

• And, speaking of new things in flowers, I noticed something that was a surprise at a recent autumn wedding. The bride departed from lilies-of-the-valley, orchids, roses, or callas and, instead, carried beautiful lotus with lovely soft petals. The maid of honour's bouquet was equally refreshing, being of blue nymphaea.

• Returning to Herr Schling for a moment, he is advising lots of our debts to carry their orchids, instead of wearing them, and for this purpose he arranges them as in the days when Grandma carried them.

• If you are tired of those snake plants which have descended on us

from every corner during the past year, Irene Hayes is promoting a successor, which is really much more attractive. It's called an air plant. The trick of it is that the leaves form a sort of vase. You pour water into them, stick in two or three flowers, and the result is that you have a varicoloured blooming flower plant.



Holiday cruise

• It's time to make plans, if you are going

ing Christmas cruising. There is no better way to spend the holidays—enjoy new climes, see new sights, and recharge the battery of your energies at the same time. Pretty nice to be able to take a crack liner and get away from it all!

• On the day before Christmas, the famous *Roma* of the Italian Line will start for Nassau, Kingston, and Havana—returning January 3."

• Or you can go to the same ports on an eleven-day cruise, leaving December 23 on the *Empress of Britain*. This Canadian Pacific liner will go on a World Cruise shortly afterward.

• Another world-cruiser which goes to Nassau and Havana for the holidays is the Cunarder *Franconia*. She leaves New York December 26, to be gone nine days.

• If you can be away for twelve days, you can take in Trinidad, La Guayra, Curaçao, Colón, and Havana on the *Mauretania* of the Cunard

MANUEL TRANSFORMATIONS



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The silk kid weaving on this smart suede pump catches the highlights in a fascinatingly subtle manner as you swing down the Avenue or settle back to tea... In Black, Brown, Gray—with weavings to match... \$13.75.

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Virginia's bridesmaid, so

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IN HER NEW HOUSE
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the town

Line. The cruise starts from New York on December 9. This ship also makes seven similar cruises later.

• But, if you want to be away just for the long week-end over New Year's Day, consider the *Majestic* of the White Star Line, which goes to Nassau; or the United States Liner *Manhattan*, which goes to Bermuda. New York sailings, December 29.

Beauty for beasts



• The last word in a pet shop seems to me to be Holden's new establishment on Madison Avenue between Forty-Ninth and Fiftieth Streets. It's the nicest place of its kind I have ever seen. For one thing, instead of having the dogs cooped up in kennels or cages all day, here they are treated as they should be; and, although they are tied, the dogs are allowed to walk and stretch about, looking at one another, to say nothing about giving themselves the "once over." The centre of the floor has a sunken ring, and, when a dog is shown to a prospective customer, he is put through his paces around the ring on a long leash. Among other features of the place is the modern system of ventilation. To those who are so doggy that they love even the smell of 'em, this may be a disadvantage. To emphasize the assurance that all their dogs are house-broken, Holden's have cleverly parked them on a polished wood floor, such as you might find in a drawing-room. Another feature is that the place

is much quieter than most dog shops—you're struck with the fact that there isn't nearly the bedlam or barking which usually exists. They say this is because the dogs are much happier in the New Deal that they are receiving from Holden.

In the rear is a beauty parlour where shower-baths, hand-plucking—and, if you please—, manicuring goes on. Up-stairs there are birds, cats, and tropical fish. The latter is a special hobby of Mr. Holden, junior, who takes infinite pains to see that any aquarium which goes out from his department gives continued good service. All in all, this palace for pets carries out the tradition set by its founder when, back in 1870, Holden, just out of Yale, set up shop over on Sixth Avenue. On the day when the new Madison Avenue shop opened, one loyal customer came in to pay her respects because, as she explained, she bought a dog from the Sixth Avenue place forty years ago.

Exhibition

• An art exhibition for which we have a rather fatherly feeling is that of Charles Baskerville, the well-known decorator and screen painter, who is giving his first show of "serious" paintings—together with lacquered screens of leopards and zebras and elephants—at the Marie Sterner Galleries from December 9 to 22. We said "fatherly" because it was to Vogue that Mr. Baskerville, at the tender age of sixteen, sold his first work—a page decoration. The paintings in this exhibition are recent ones of Morocco and Sicily, full of black-eyed beauties and sun-beaten villages. "FLANEUR"



HEADLINE NEWS!

Curls go higher says M. LEON of Rose Laird's to smart women who rush to her salon to have him demonstrate the newest styles in hair-dressing. Dyed hair carries no stigma since it can be done to look like a gift of nature. M. LEON, originator of the champagne type of blond, gives expert advice in hair-tinting at Rose Laird's. Viennese Muscle Lifting Massage and Rose Laird's Nutrient Cream makes women's faces appear very young. New Lipstick, Rusglo Indelible and Rusglo Rouge becoming to all complexions. Skin blemishes unnecessary, says Rose Laird in recommending a medicated deep-pore cleanser.

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Rusglo Lipstick \$1.00

Nutrient Cream \$1.25
Rusglo Rouge \$1.00

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Saks fifth avenue

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CHRISTMAS GIFTS

Cover design—colour photograph by Steichen

CHRISTMAS GIFTS

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NUIT DE NOËL

CREATED BY CARON. PARIS

WHAT TO GIVE

for Christmas



HERE is what is known as "the works": a complete, iron-clad index to every single gift in this magazine, illustrated or unillustrated, editorial or in advertisements. So smooth the furrows from your tortured brow and stop heaving sighs of despair at your Christmas problem, because this list tells you, in the plainest language, just what you can give to every one from your acquisitive little daughter to your spouse's difficult cousin.

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A VAGABOND VOGUE

Once every winter Vogue breaks out and runs away from home. Why not come along?

You'll enjoy December 15 Vogue—it has variety. Cruise luxuriously or wander casually—take ten trunks or a single suitcase—Vogue will give you tips to make any trip more pleasant.

New clothes, too—lots of them . . . from Paris and New York, for resort wear, for cruising, and for home consumption.

And Shophound—ever alert to the needs of her readers—gives you a group of last-minute gifts, so carefully chosen that they'll look as though you had really racked your brains.

Travel . . . clothes . . . gifts—these are the three main courses. But the rest of the feast includes many tempting tidbits. We think you'll find this next Vogue a fine thirty-five cents' worth.

VOGUE HOLIDAY-WINTER TRAVEL NUMBER, ON THE STANDS, 35c

L'ogne's

eye view of the mode



CAPE AND MUFF FROM H. JAECKEL AND SONS

THIS is the peak of the season. And the peak of this season is several notches higher than its predecessors of the last five years. Perhaps it's based on real gain. Perhaps it's just the feverish upcurve before the deluge, like London life in 1914. Whatever it is, it demands an appearance as splendid as the lady on our cover—who sees in the simple oval of a Tate and Hall mirror the sparkle of her Mauboussin jewels and the radiance of her ermine cape and muff from H. Jaeckel and Sons. In this luxuriance, she will sally forth to the ballet—to the opera (opening late, on December 26th, but still opening)—, and, perhaps, to a champagne supper in the *chambre séparée* of the future!

- Where will Christmas find you this year? With the family tree? On a boat? In the white north woods? In a hotel room? You might be anywhere. Christmas used to be inconceivable away from home. Christmas meant home. Now, the young are indifferent—externally. They seem not to care as much. But, somehow, the most brazen of them pause a moment on Christmas Eve and feel the light twinge of sentiment. If you have ever, as a child, faced the warm wonder of a lighted Christmas-tree—the vision of that tree is ineradicable, even under the tropic sun.

- We used to have a cinch job with our Southern fashion pictures. All we needed was a grass rug (poisonously green), a potted palm, a girl, and a strong flood-light. Now, alas, we are in the toils of Nature. Our photographers have to be able-bodied seamen—our editors inured to weather. Mr. Bruehl took the pictures on pages 58 to 62, straddling a swaying boom and clutching at the rigging.

- Below, you see what inspired Clarepotter to design that very new and very amusing garment on page 61. The loose, warm jacket-shirts worn by Colonel and Mrs. Lindbergh on their last trip have become, in her hands, the stunt of the month, and a boon for our own explorations on land or sea.



ACME



MONTAGNE-MUSEE, PARIS

MADAME ALVARO MUÑOZ, WITH HER HAIR IN A COIFFURE LIKE A DIADEM, ARRANGED BY ANTOINE



MIDSEASON CLIMAX

THE head is where the excitement begins, in Paris. You have to start there—if you want to know what happened at the Mid-season Openings. For hats have suddenly shifted their position. No more plunking down over right eyes. Brows, long hidden from the public gaze, are again out in the open. Not only brows, but widows' peaks, even wide swaths of hair. The new hats—like diadems, like madonnas' halos, like saints' aureoles, like fishermen's sou'westers, like small boys' sailors, like peasant women's head-dresses—are all clapped far back on the head. Wide, upturned brims—it's nice to see something on the upturn—veer youthfully off the face. Even berets, caught by the contagion, retreat. Then off come the hats—and coiffures show an upturn, too.

A decided, hair-raising change—this. Curls and ringlets climbing high up over the skull. The trick is to wield your brush upward, not downward. Pile your locks on top of your head as your grandmother did. You might even try

a pompadour! At night, you will go on nestling diadems among your curls—unless you are wearing a diadem hat. Never have there been so many evening hats; it is not even surprising to see them worn with trains. But so much for heads. Let's get on to clothes—to the next excitement—to . . .

Neck-lines.

Out of a hundred day clothes that whizzed by you, you counted ninety-nine neat, throat-hugging, monastic neck-lines. The hundredth—a dramatic exception—plunged down to the lungs. But more about that anon! The majority of necks were nothing but neat, slender little pegs to anchor clothes to, hugged closely by convent-girl collars, friar cowls, stocks, turtle-neck effects, upstanding Chinese collars. And from this anchorage, clothes seemed to slip or slide or slither smoothly down, down over . . .

Sloping shoulders.

Here—at the shoulders—is where another epic change takes place. All those square, mannish shoulders—and

don't they seem wooden and hard now?—are dead and gone. Sloping shoulders have sent them to the limbo of forgotten things. To get a clear idea of the new ones, picture mentally how a cape looks as it enfolds your shoulders. If not a cape, the sloping effect is given by nunlike bibs. Or religious treatments. Or raglan shoulders. Often, there's not a sign of a sleeve seam. Just an unbroken sweep from the narrow neck to a point on your sleeves between shoulder and elbow, in the vicinity of the muscle. And again at this point, things happen. For . . .

Sleeves are up to all sorts of tricks.

Look at those two Lanvin dresses in Eric's drawing on page 34. See how the sloping raglan shoulders develop into soft sleeve width above the elbow. Look again at her coat, "Rubinstein," opposite, and observe those sleeves of white ermine staggering like New York sky-scrapers into the neck. Look at the Lelong dinner-suit on page 36, its sleeves stacked with fur. Worth, too, swamps his sleeves with fur. Vionnet puts red sleeves and a red yoke on a beautiful black coat that looks like a dress. And there are even sleeveless pinafores with bright underblouses underneath.

But let's go back to that neck-line that plunges down to the lungs.

It wasn't just a freakish, eccentric thing. Far from it. You saw it more than once, on both day and evening clothes. The story goes around Paris that the six wives of Henry VIII. (the movie that is the rage here now) are responsible for this poitrine-exposing trend. But we who keep our eyes peeled for every small move of fashion think it is more than that. Very surely, it is handwriting on the wall, a shadow of. . . .

A new move to the front.

Not only does Augustabernard, in her dress "424," slit the neck into a daringly low front V, but she emphasizes front decoration by a streak of colour down the front. Vionnet slashes the neck of a beige crêpe dress to an abysmal depth. Patou attracts your eye to the front by putting a big bow of nutria on a grey suit. Lanvin, Lelong, and Mainbocher hang bibs over the chest. Maggy Rouff opens her coats at mid-front so that a streak of the bright dress emphasizes the façade. Schiaparelli builds a white plastron in the front of a black dress and opens all her day coats at dead centre and pushes the revers and skirt fulness forward. (As to the silhouette, read page 36a.)



HOFFMANN-HUENI, PARIS

DRAMA—IN A MAINBOCHER ENSEMBLE (HATTIE CARNEGIE)



SURPRISING SLEEVES—LELONG'S MINK AND VELVET COAT (JAY-THORPE); LANVIN'S ERMINE AND VELVET (SAKS-FIFTH AVENUE)



HOYMINER-HUENÉ, PARIS

BATH-TOWEL INTO EVENING GOWN—LANVIN'S INGENIOUS TOWELLING DRESS WITH A BIB (BERGDORF GOODMAN)



SETTINGS FOR THESE PHOTOGRAPHS FROM SERGE ROCHE

DARK GREY ON PALE GREY CRÊPE—A SUCCESS OF THE SEASON BY AUGUSTABERNARD (BONWIT TELLER)



TULLE DRIFTS INTO THE PICTURE—IN A BLACK CHANEL DRESS WITH A PINK CAPE LIKE PIERROT'S RUFF (ALTMAN)



HOYNINGER-HUENÉ, PARIS

AUGUSTABERNARD'S EMBROIDERED TULLE DRESS • MAINBOCHER'S DRESS WITH A TIED-ON TULLE TRAIN (RUSSEKS)



TWO LANVIN FROCKS—OF HUCKLEBERRY-BLUE CRÊPE (STEIN AND BLAINE) AND OF BLACK SATIN (SAKS-FIFTH AVENUE)



THE DEEP NECK-LINE: AUGUSTABERNARD'S RED AND BLACK FLAMISOL DRESS AND REBOUX' FELT HAT (SAKS-FIFTH AVENUE)



LELONG PILES FUR ON THE SLEEVES OF A BAGHEERIDA DINNER-SUIT; GOLD LAMÉ BLOUSE (BENDEL); SUZY HAT

More high points

from the Paris Openings

TAKING up the story of the mid-season mode where we left it on page 28, we find that. . .

Stiff breezes blow everything forward or backward. "Stormy Weather" has hit *chez* Schiaparelli like a cyclone. Gusts of wind whisk all her day clothes forward and, at night, changing their direction, sweep everything out behind. She sees everything in profile. You have to look at all her clothes from the side elevation to appreciate them. By day, the revers and skirts of her coats are flung stiffly out in front. At night, dresses sling back like the wings of birds or sails. Practically every dressmaker—and certainly every woman—is mad about this. . .

Blown out movement.

Patou sends the sleeves of a beautiful day coat flying out in back. Lelong's coat, "Celeste," shown on page 29, has sleeves projecting stiffly backward. Chanel makes a tulle cape that is blown backward in the breeze (you can see it on page 32). Mainbocher ties to snug sheaths removable tulle trains—ties them on like aprons in back, instead of in front, to emphasize back movement (you can park your train at home, if the night doesn't warrant such formality). One is shown on page 33. A few great dressmakers use the trick of contrasting streaks of colour down the back to achieve the flying silhouette. Augustabernard is a past-master at this type of colour decoration, and her dress in two tones of grey, on page 31, couldn't be more ravishing. One of Vionnet's most beautiful dresses, of black chiffon, has a red-and-pink chiffon scarf flying down the back. So beautiful is this dress that it literally started a feud among her mannequins. Each one begged to wear it. Tonia won, but Chira's lovely face was red-eyed from weeping on the opening day.

And, speaking of faces, almost everything but the mannequins' faces was hidden from sight when they made their entrances in evening clothes.

Wrap up like a chrysalis—that's another decree of the Openings.

Practically every evening dress had some sort of a cape, jacket, shawl, or scarf to wind or wrap about your décolletage. There are capes of every species to envelop you—cowl capes, necklace capes, long capes, short ones, capes that looked like jackets, jackets that looked like capes. Patou added little jackets that blended into the dresses. Molyneux covers you up from head to foot in one colour—even adding long gloves of the same fabric as the dress to hide every inch of your arms. One little



A HIGH COLLAR OF WHITE GROSGRAIN ON LELONG'S BLACK WOOL DRESS

wrap, by Worth, was nothing but a pair of sleeves attached to a complicated scarf that wound around the neck and fell like a cape in back. Half the time, it is a puzzle to figure out just what does happen—so mysteriously is all this wrapping and winding and swathing done.

If not wrapping, then buttoning.

When things aren't wrapped, they seem to be buttoned. You certainly are going to be locked securely into your clothes this year. Vionnet's day coats look like dresses, so securely are they fastened. It wouldn't be unthinkable to wear them on the street *sans* a dress. Lelong's coats were held snug by all sort of invisible fastenings. Schiaparelli's were linked together with leather cuff-links, or clover-leaf gadgets, or sealing-wax clips. Lanvin buttons on collars and cuffs. Even her famous white cotton evening dress—the one made of cotton that looks like bath towelling, shown on page 30—is buttoned at the waist in back with two big black buttons.

That bath-towel cotton, by the way, is a very beautiful new evening fabric. Something else new is Schiaparelli's "Anthracite," a jetty, coal-like fabric of artificial silk and cellophane, which she uses for a dinner-suit. Her rough "Treebark" silk was another innovation at the current Openings—in a heavenly canary-yellow at-home dinner-dress.

Tulle is veiling many a figure in the present show. But it doesn't look débutante-ish now. It has caught the new feeling of motion and drifts back of you like an ethereal shadow. On pages 32 and 33, we show you three excellent specimens: a Chanel, an Augustabernard, and a Mainbocher. Vionnet believes thoroughly in chiffon. And shiny, stiff satins, lamé, crêpe, and taffetas were everywhere in evidence. (Continued on page 103)

- (Right) Bridge with Elsa Maxwell and Lady Ribblesdale. (Centre) Madame Schiaparelli. (Below) Ger-
tie Lawrence receiving after "Nymph Errant"
- (Opposite) Noel Coward autographing programs; Madame Paul-Louis Weiller





LONDON-PARIS HOP

By two young men-about-towns

COCHRAN'S revue, "The Nymph Errant," was the official opening of the London winter season, and, at the first night, Noel Coward shared the honours with Cole Porter and Gertie Lawrence. On his arrival at the theatre, the whole procedure was held up while he dispensed autographs among the crowd, and, during the entr'actes, he was again the star of the piece. Later, at the Savoy Grill at supper, he had another ovation, for he had not appeared in London for a long time. But, fortunately, this was pretty well over by the time Cochran and his party, including Gertie Lawrence and Douglas Fairbanks, junior—who is also a current celebrity in London—arrived for supper.

How charming London is, and what good manners English people have! Nobody minded the fact that Noel Coward had an ovation at another man's

opening—and where else in the world would an actress and a producer (Cole Porter was absent) get an ovation in a public restaurant on the first night of a new play?

It is said that London is only a village—meaning that success and fame are made and controlled by a small set of people who have the reins in their hands. On this particular evening, the entire nucleus of the village happened to be having supper at the Savoy Grill—not only because it is one of the smart places to have supper, but also because it is opposite the Adelphi Theatre and, therefore, the most natural place to go. This night was like a private party, with Lady Diana Cooper, Randolph Churchill, Tilly Losch, Lady Colefax, the Gilbert Millers, Lord Castlerosse, Mrs. McClaren, Somerset Maugham, Lady Anglesey, Lady (Continued on page 100)





MAINBOCHER (HATTIE CARNEGIE)

THE CONCERT DRESS

The concert dress is Mainbocher's newest theme. It's a dress of great elegance, but with a delightfully informal feeling that fits in with the mode and the mood of the moment. Note the new trend in neck-lines—high in the back and very low in front. Brown crêpe is the fabric, and the dress is exactly right for dinner-parties, too



SCHIAPARELLI (MILGRIM)

Schiaparelli has realized a long-looked-for want—the right coat to wear to dinner in a restaurant when not in evening dress. She had it made for herself, of deep hyacinth-blue quilted taffeta. It crosses over in the best mandarin style and looks well over any coloured dress. The blue velvet hat, a J. Suzanne Talbot model, is also from Milgrim

THE DINNER COAT

Bed Manners

by Harford Powell

"**E**VEN the kindest people are savage at night," said Sir Walter Scott. And this leads us to an important, but never-discussed subject. We have noticed that every etiquette book has a missing chapter. And the missing chapter is the most valuable and memorable of all. It is amazing to find Bed Manners left out.

Is it possible that we Americans put on our good manners with our clothes in the morning, and take them off at night? Are the dark hours between bedtime and eight o'clock of no importance whatever in our lives?



Let's begin exactly where etiquette writers leave off. "At about eleven o'clock," writes an authority, "dinner-guests take their leave. Their chauffeurs are summoned by the hostess's footman."

Yes, and then? Then, as that writer neglects to say, the host and hostess go up-stairs to their room. Two by two, the guests go home to their rooms. Then, if ever, is when we need etiquette. And it is the very moment when the writers on good form leave us in the lurch.

Only last Sunday, I read a great authority's thorough instruction on how to spit out watermelon seeds in a refined way. Since then, I have learned that in writing the Archbishop of Canterbury, you must address him as "My Lord Archbishop, May It Please Your Grace." Not that it matters much to the venerable gentleman. Once in your lifetime, you may inform the Duke of York that you "remain, Sir, Your Royal Highness's obedient servant." This may please him. But the keenest need for pleasing another person comes, not once in a lifetime, but every night of our lives.



Nearly all true happiness in life depends in the long run on how you get along with your roommate. It is vital to please, for your roommate will chuck you out of house and home, if you don't.

This chucking out is becoming more popular and casual every day. Among married couples, one in five now ends in divorce. The facts are seldom revealed in the brief news item that trickles east from Reno. The "victim of connubiality," as Charles Dickens called her, may allege extreme cruelty, which is another way of saying bad manners. If the plaintiff said bad bed manners, it would be nearer the truth.

The first suspicion of this fact came from a quick survey of the boarding-schools and colleges. Student roommates are divorcing even faster than married people. At Bryn Mawr, this term, the best double rooms have gone begging. Practically all of the girls are determined to room alone.





Six boys asked me to recommend them formally to the dean of Harvard for admission as freshmen this year. All but one said he wanted to room alone. The five hermits tell me they have grown sick of roommates at boarding-school.

Instruction is needed. You and I should quickly write a code of Bed Manners. It can not be complete and perfect. Such less important things as table manners have been hashed and rehashed for a hundred years, but are you *quite* sure whether you must eat green corn with your fingers and asparagus with your fork, or vice versa? Even Vogue can't present in a few hundred words a complete code for discouraging divorce among adults and for making the double rooms at Bryn Mawr rent better next term. But a lot can be said now and later, if you will help with your opinion and advice.

Coming to the point, imagine that you are just embarking on the strange adventure of finding yourself locked in a bedroom with a person of the opposite sex, whom you don't know very well (not having been brought up with him or her), but with whom you will go to bed and get up for an endless series of nights. This is called marriage. It has happened to you. Or it may happen when you least expect it and are least prepared.

Very well. Here are a few rules to go by. We hope that you will notify Vogue, if you agree; or if you don't, that you will send in your amendments at once.



Code for a Gentleman: A gentleman will arrange his clothes neatly where his wife won't step on them in the morning. He will learn to sleep with his mouth shut and not snore. He will not smoke in bed, nor partake in bed of any refreshments which can leave crumbs between the sheets. He will not use a nightcap, external or internal. He will not splatter his shaving-cream on the mirror if he sings or addresses his own image whilst shaving. He will keep his pipe off his wife's dressing-table, and his lighted cigarette stub off the mantel. He will not wind himself up in the only blanket, under the impression it is his personal sleeping-bag.

He will *never* mix his pyjama jacket and trousers, even though the hotel laundry has sent him only half of the striped suit belonging to a fat (Continued on page 78)



HORST, PARIS

REBOUX'S RUSSIAN TOQUE, LIKE A DIADEM, MADE OF BORDEAUX-RED VELVET-FELT AND EDGED WITH FLUTING; BERGDORF GOODMAN



Our



Shop-hound's CHRISTMAS PRIMER



16 beautiful pages in natural colours showing from **A** to **Z** all the presents big and small that would **delight** every one from your **best** enemy to your favourite parent.



ADVENTURES

*of shop-hound
from*

A t o Z



THIS is my primer. It is all about Christmas presents. I worked my paws to the bones over it. It was a terrific job. I had to walk miles looking for the presents, and my legs are short and so is my breath. I'm not a puppy any more.

I had pictures made of lots of the presents. If you want to know all about them, you can read page 57. I got presents for every one in your family, and all your friends.

I was pretty practical, too. I didn't choose anything for your older sister that she'd throw into the scrap-basket because she couldn't use it. I was very careful

about that. Getting things that were useful *and* beautiful, too. I know a lot about psychology. I know what people like. It's because I've learned from the ground up. Every dog does.

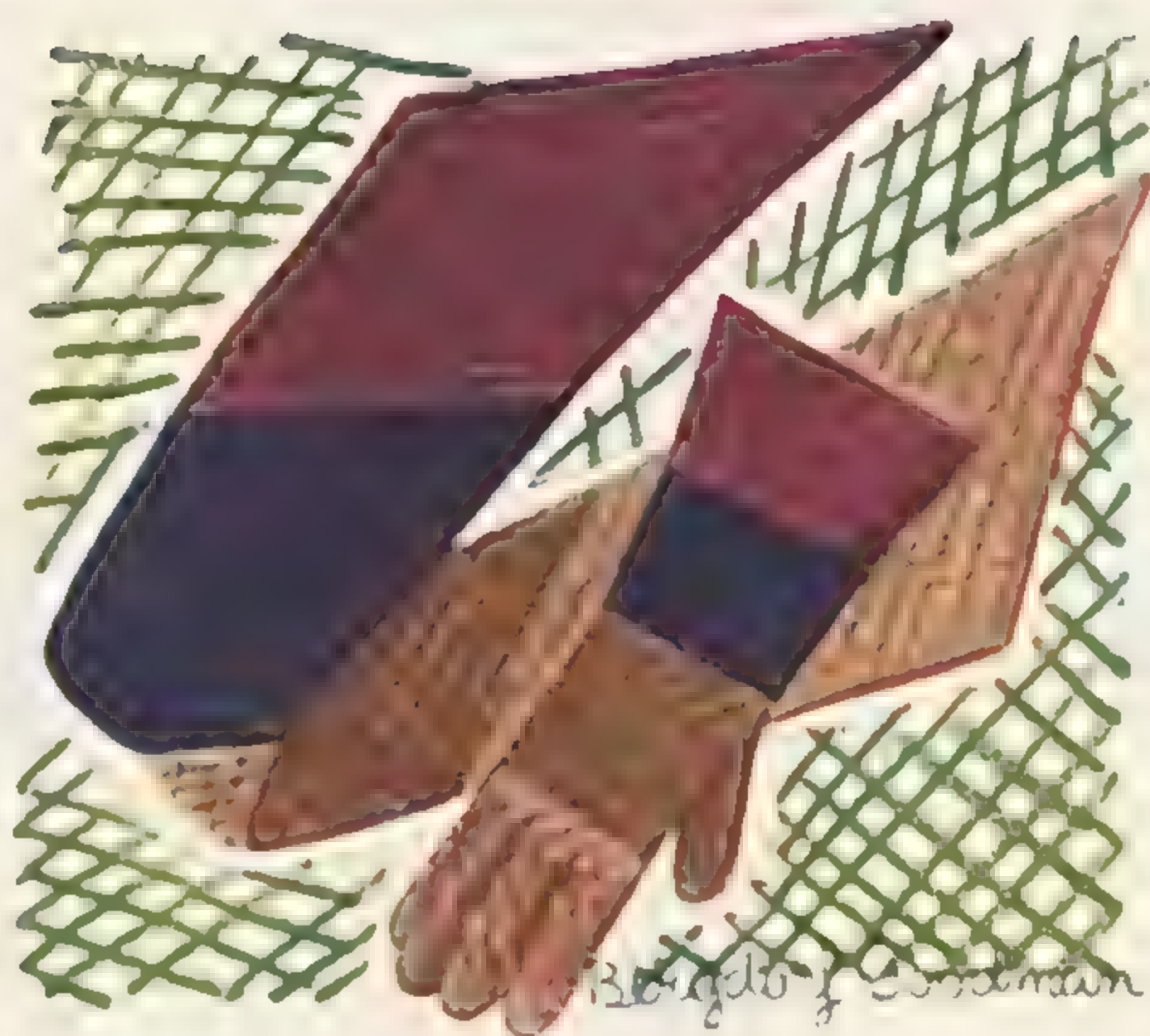
And I was careful about the price. There are a lot of presents here that cost very little. And the expensive ones are worth it.

Anyway, that's the story. That's your new deal for Christmas. My new deal is a good long nap. I'm so tired I can't move my tail—and that's serious. I'm going to lie down in my basket and dream about rabbits. I've done my part.





A



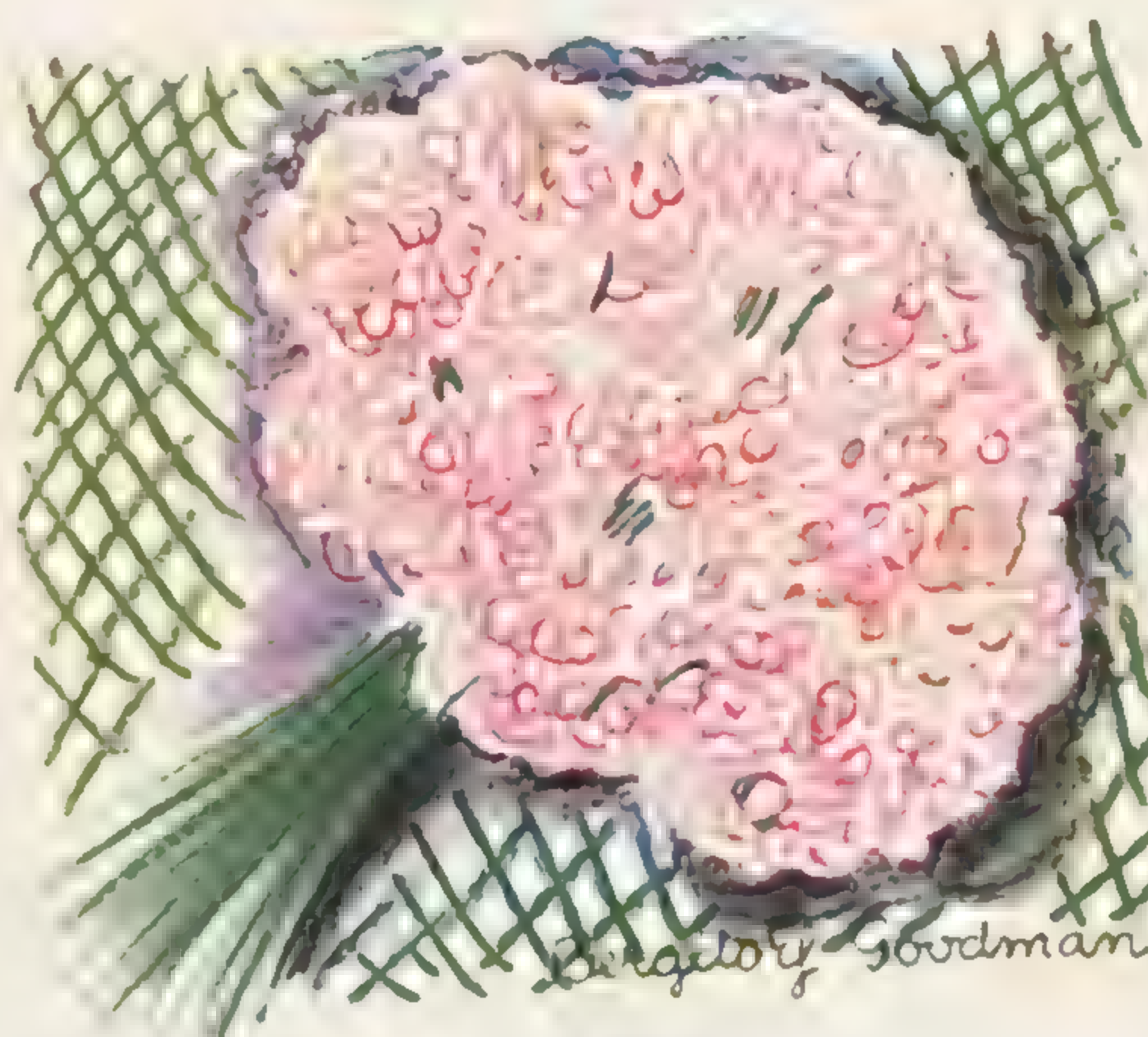
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C



D



E



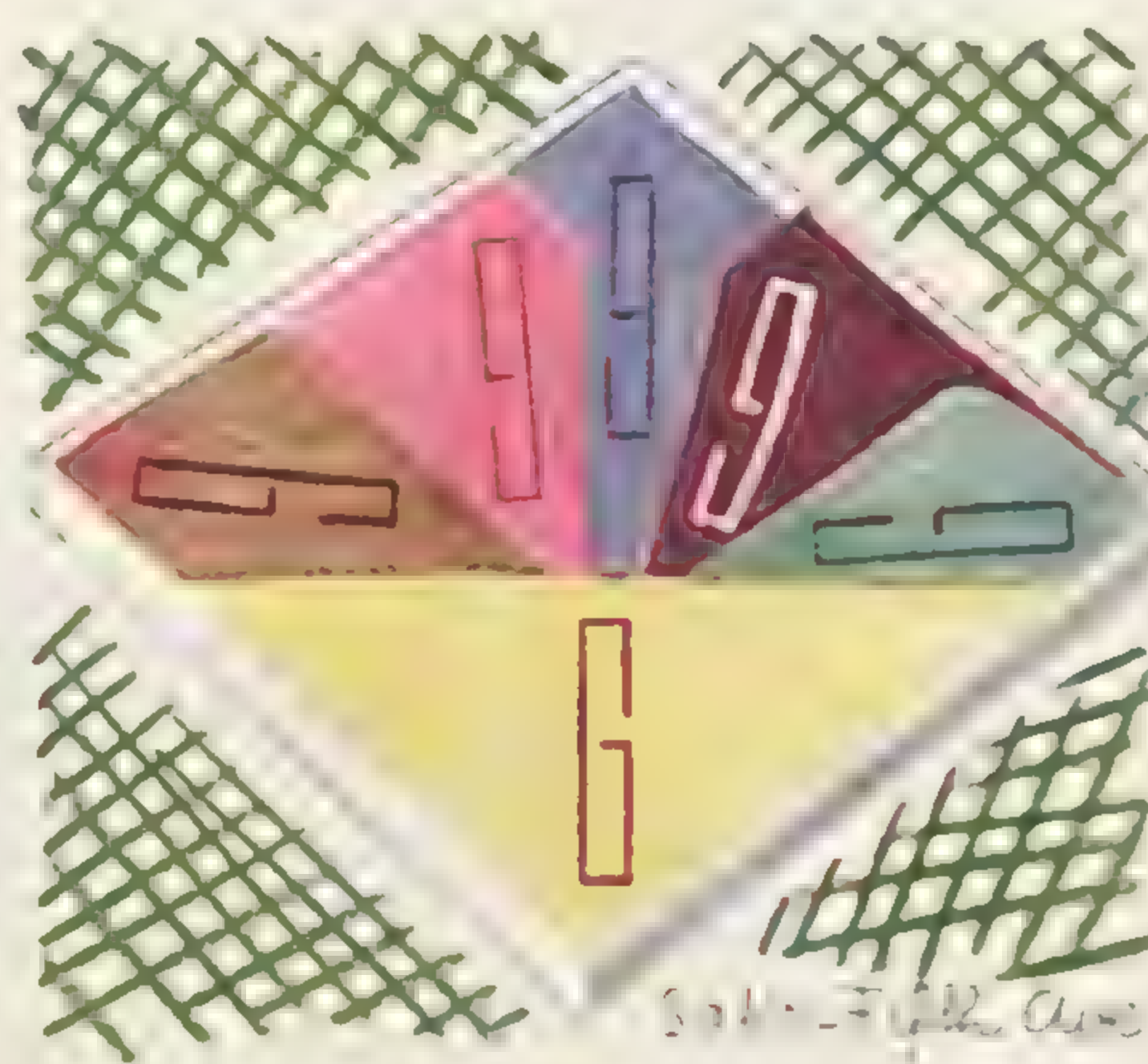
F



G



H



I



turn to page 57 please

**first lap-gifts
for young things**



J



K



L



M



N



O



P

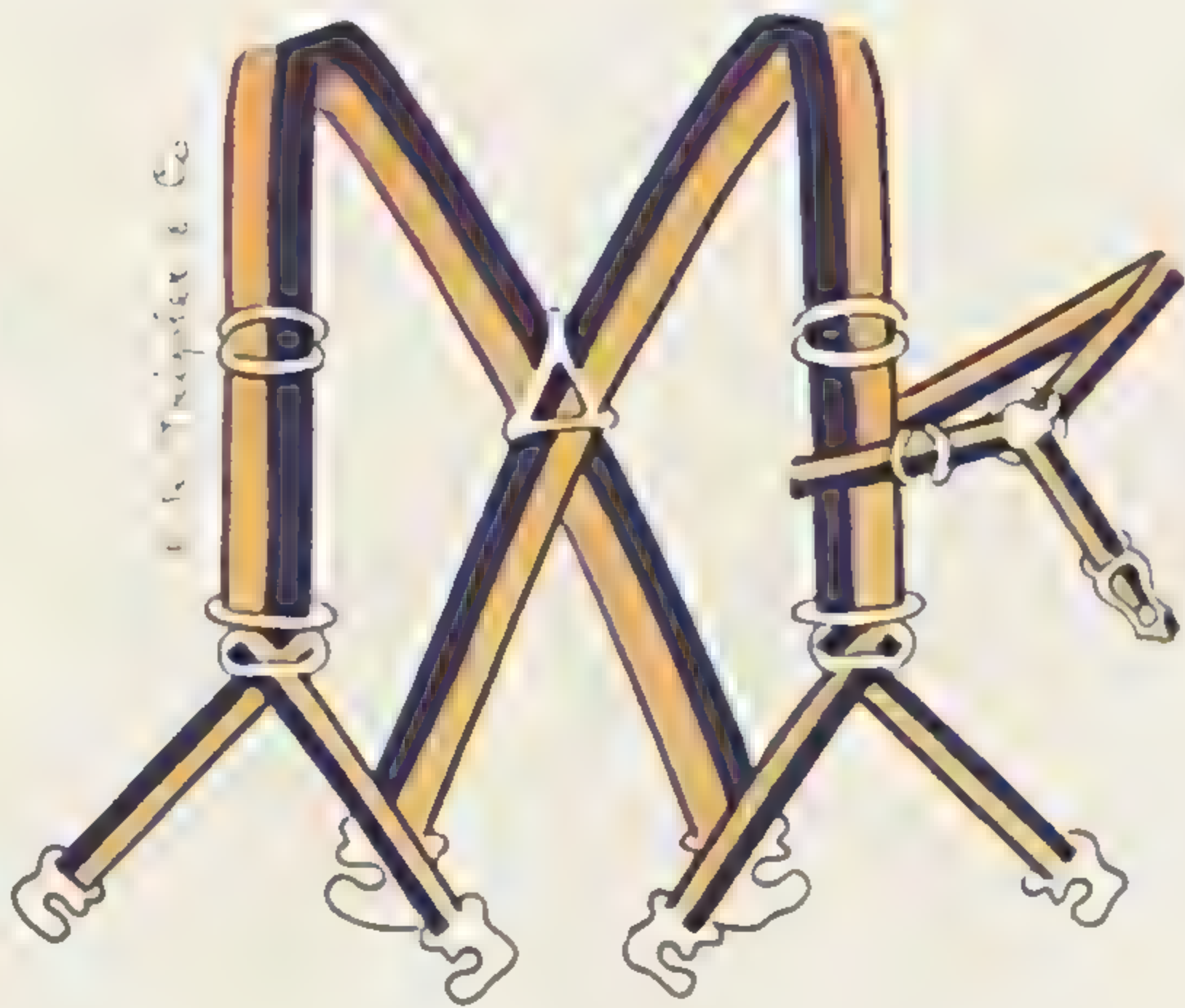


Q

FOR HER *The facts and figures*



R



S



T



U



V



W



X



Y

are on page 57 — **FOR HIM**



YOU CAN LEARN ABOUT THESE FROM PAGE 57

BRUHL-BOURGES PHOTOS

DRINK



CONDÉ NAST ENGRAVING

EPICURES SHOULD TURN TO PAGE 57



above & below five dollars



don't forget page 57



one to ten dollar presents



FROM BOTTLES

Lord & Taylor



Two Lamps

Ovington's



A Birdcage

Alice Marks-Best



Two Cases

Mrs. Franklin Inc.



A Bag

Best



Gloves

Fordnum & Mason



Luggage

Lord & Taylor



Red Sweater

Bonwit Teller



Lavender Water

Bonwit Teller



Jacket & Scarf

TO BUBBLES

Bergdorf Goodman



Wooden Things

M. M. Importing Co.



Two Decanters

Arden Studios



Baskets

Callahan



Two Belts

Prosser



Linens

Fortnum & Mason



A Game

Miss Brown



Cigarette Bag

Sena Parvillat



Fish Bubbles

M. M. Importing Co.



Bridge Set





BLACK, STARR AND FROST-GORHAM • CARTIER • MAUBOUSSIN (DESCRIPTIONS ON PAGE 57)

E is for elegance



SEE PAGE 57 FOR FULL DESCRIPTIONS

H is for hostess



SEE PAGE 57 FOR FULL DESCRIPTIONS

L is for lasting



Help for the hard-to-please

Be fussy about the gifts that carry your card. You're right, they do brand you. If you can afford pearls or a Picasso, go to it. But, if you're thinking in terms of three, five, or seven dollars, stop right here. With a modicum of care, you can fit the right magazine to the right reader . . . and everybody will be happy.

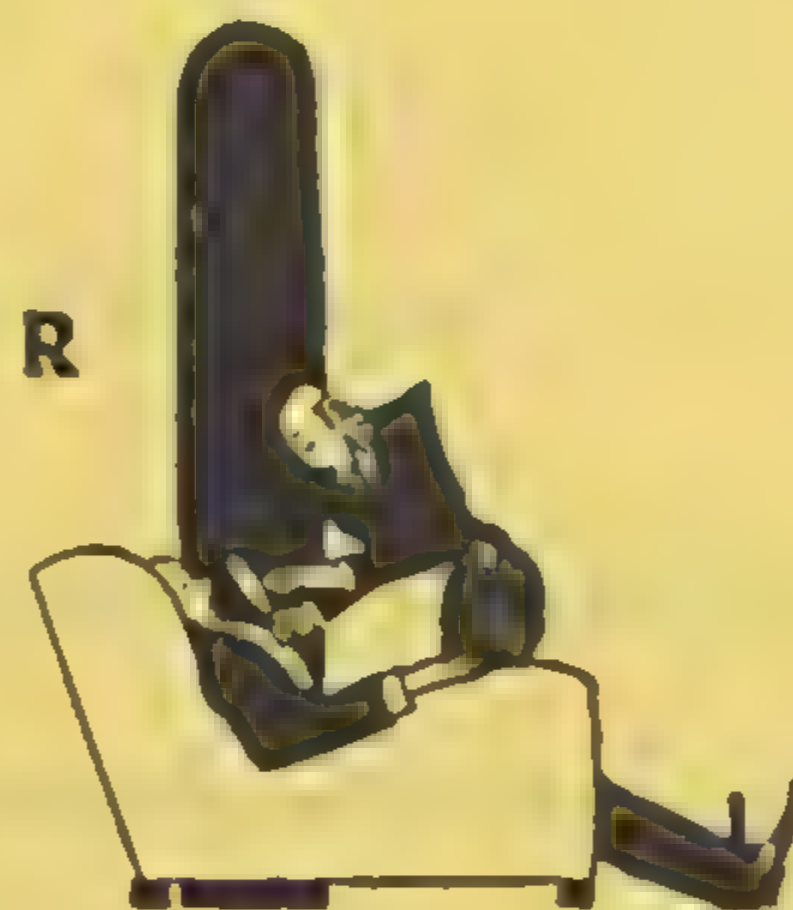


VOGUE

Two types of women need Vogue—those who believe that the hat is mightier than the head—and those who don't. Hard to tell which needs Vogue most.

VANITY FAIR

Hold a mirror before his mouth. If there is any moisture, by all means send at least one year of Vanity Fair.



HOUSE & GARDEN

Have they a house or an apartment? If the answer is yes, they need House & Garden. If they live in a tent, they may like the pictures anyway.



THE AMERICAN GOLFER

Has he a set of clubs? If yes, The American Golfer. If no, a set of clubs and The American Golfer.



FOR SPECIAL OFFERS AND COUPON—TURN THIS PAGE PLEASE

If you want to shop cleverly, painlessly—and late—use the coupon. If you want to avoid wrapping, addressing, and delivering packages—use the coupon. If you know anyone who isn't a candidate for at least one of these magazines, use your self-control.

NOTE: We will send an engraved card (nice and simple) for you. If you are one of those last-minute people, we'll even send it by air mail to get it there on time.

- VOGUE one year (24 issues) . . . \$5
- VANITY FAIR one year \$3
- HOUSE & GARDEN one year . . . \$3
- The AMERICAN GOLFER one year \$3

SPECIAL COMBINATION OFFERS

Excellent value here! You may take Offer No. 2, for example, and send Vogue to Mrs. Jones and House & Garden to Mrs. Smith.

	Magazine	Reg. Price	SPECIAL
OFFER 1	VOGUE VANITY FAIR HOUSE & GARDEN	\$ 5.00 3.00 3.00 11.00	\$9.00
OFFER 2	VOGUE HOUSE & GARDEN	5.00 3.00 8.00	6.50
OFFER 3	VANITY FAIR HOUSE & GARDEN	3.00 3.00 6.00	5.00
OFFER 4	VANITY FAIR AMERICAN GOLFER	3.00 3.00 6.00	5.00
OFFER 5	HOUSE & GARDEN AMERICAN GOLFER	3.00 3.00 6.00	5.00



THE CONDÉ NAST PUBLICATIONS, INC., 420 LEXINGTON AVENUE, NEW YORK CITY

Enclosed find my check (money order) for_____to cover the following subscriptions.
(Please note:—Canadian Postage per year: Vogue, \$1.50, the others, 75c. Foreign Postage per year: Vogue, \$2.50, Vanity Fair, House & Garden, \$1.50, American Golfer, \$1.)

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Send gift card in name of

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ALL ABOUT

the

Pictured Presents



SHOP-HOUND is a small and simple animal who likes bright coloured pictures and thinks everybody else does, too, and that is why you get the foregoing hundred and seventy-five pages of picture-book. But Shop-Hound was brought up with a horrid jerk when somebody said, nastily, "Everybody'll think they're just pretty pictures. Aren't you going to give any information?"

"Information? Information?" spluttered Shop-Hound, righteously indignant, pointing to this page. For here is the information. Even the artless pictures of Christmas packages on page 41 are real honest-to-God delineations of things you can buy—the right-hand group showing wrappings from the Japan Paper Company; the left-hand, from Dennison. Next come those alphabetical pages, which may be deciphered by the following code.

For a Young Girl

A is for Allure, the thing you have nothing else but when you put on the little quilted taffeta jacket with Schiaparelli blood in its veins—first on page 43. It's for evening and has clips and ought to be worn with a purple dress. Altman has it.

B is for Bergdorf Goodman, the astute emporium which sells Schiaparelli's sets of knitted wool scarfs-and-mitts. Wear them in the country. Wear them in town.

C is for Complete bliss, the state of mind of the girl who finds herself in possession of that hair-band (third on page 43)—silver with a star at each end, or the one made of two rolls of silver with scarlet between. Best corners them.

D is for Divine, a little-known word applying to the Jiffy Kodak, which is the simplest camera ever devised. In two sizes, six-sixteen and six-twenty, and, if you buy now, you get a fine gift box and two rolls of Verichrome Film free.

E is for Ecstasy, to be achieved upon receipt of the pale pink violets, preferably from a nice young man, and he can get them at Bergdorf Goodman's.

F is for Frame (picture, English, collapsible, very small, obtainable in lizard, leather, and lacquer) in which you might give your picture to your beau, in case you decide (we warn you rashly) to do it at all. The little red thing is the latest cigarette gadget, a box that contains a gold tip for your cigarette. Made a Furore in Europe, it has. The turtle is an example of the various jade faunæ that make good clips, and you can get all these Funny things at Alice Marks'.

G is for Good Gracious, the exclamation a nice young girl might be permitted when she receives such fineries as the heavy gold bracelet with the mosaic tracteries, the highly grown-up silver clip with three emerald stones, or the crystal comb in the crystal case (which are to be found at Bergdorf Goodman's).

H is for How do you like the brand-new shaped brown suède bag with a crystal clasp, and, more especially, How do you like the brown ribbed velvet Steinberger glove *with* the suède palm? We think they're smart. Jay-Thorpe sells them.

I is for Immense man-sized handkerchiefs made out of French linen in beautiful clear colours—just too chic for words and can be had six at a throw at Saks-Fifth Avenue.

For Her

J is for Just What She Wanted, represented by the incredible silver case (first on page 44) that takes care of lipstick, rouge, cigarettes, matches, and, very like-

ly, a change of underclothes, but you must ask Elizabeth Arden, who sells them, to find out. (It's three by four inches.)

K is for Koret, the bright people who make this prune-brown ribbed velvet evening bag. You can get it in black or Chinese-red, as far as that goes; also in brocades. The little chartreuse number is also a velvet evening bag, also by Koret, which you can get in practically any colour known to man—black, brown, Chinese-red, flesh, white, Patou's mulberry, not to mention in French antelope and real solid-gold reindeer. Whew! Both of these bags are from Bergdorf Goodman. The little red velvet pouch is a brain-child of Calvaire's, and also comes in about a million colours, and you can get it at Dunhill's new shop.

L is for Letter-paper, an important Christmas commodity illustrated here by Crane's Greylawn, trimmed with a lower-case red initialled monogram, Crane's white Linen Lawn with a double-line, hand-stencilled border and a block-letter address, and by Crane's Two-tone, which you can get in combinations of buff-and-white, blue-and-white, or grey-and-white and very, very interesting throughout. These aids to writing thank-you notes may be obtained over to Marcus's.

M, My dear, stands for Mmmmm, the noise made by those who sniff the new perfume here shown—something very special called "Zibeline," which can be got in eau de toilette, in two- or four-ounce bottles. Weil in Paris makes it, but you'll find it without difficulty in New York. Also in the M's may be counted the definitely extraordinary, but nevertheless chic-as-anything gloves made—one, of white kid and white ermine; and, two, of fine doeskin with leopard. Gunther's has them, besides a lot of others in such materials as Persian lamb and kid. (Continued on page 90)



ANTON BRUEHL

MISS ROSE WINSLOW IN A WHITE LINEN DRESS WITH NAVY-BLUE BUTTONS; BERGDORF GOODMAN

RIGGED FOR SOUTHERN WATERS

WHEN you've scanned these five pictures taken on the high seas by our adventurous Anton Bruehl, you'll realize that there's no limit to clothes comfort for sailing. Every year, we wear less. Time was when we thought backless dresses with short skirts the acme of elimination. Then trousers. Now, shorts are the order of the seagoing day—or any active day in the warm sun. Shorts or dresses almost as simple as the native sarongs of the South Seas — just pieces of cotton or linen wrapped around the body.

The less we wear, the freer we feel. No yards of cloth flapping in the breeze. No voluminous pants winding around your leg. No fluttering odds and ends for a sudden squall to whip into your face. And no fabrics that the spatter of spray annihilates. Some of the clothes on these pages can be worn for tennis; some for golf; some for romping on the sand. All of them will be worn wherever the sun blazes down on the sand and the water borrows ultramarine from the sky.



ANTON PRUEHL

MRS. NICHOLAS HOLMSEN—CHECKED SHORTS; SAKS-FIFTH AVENUE • MRS. MARSHALL McLEOD—SHORTS; JAY-THORPE



MRS. WILLIAM WETMORE (LEFT) IS WEARING NAVY-BLUE AND NATURAL CHECKED LINEN SHORTS AND A JACKET FROM MADAME ET LA JEUNE FILLE. THE JACKET ON MISS CAROLYN THOMSON (CENTRE) IS OF NATURAL SAIL-CLOTH EDGED IN DARK GREEN; PECK AND PECK. THE THIRD DAMSEL WEARS A WHITE LINEN SIDE-BUTTONED SKIRT OVER SHORTS; FROM LORD AND TAYLOR

MISS MIMI RICHARDSON (BELOW) IS WEARING CLAREPOTTER'S BRAND-NEW DECK COAT—A WHITE CHINCHILLA PULL-OVER WITH HUGE COLLAR AND POCKETS, THAT GOES OVER YOUR BATHING-SUIT, SHORTS, OR SLACKS; FROM PECK AND PECK





ANTON BRUHL

BABY CLOTHES! HAND-KNIT PANTS (BEST); NAVY FLANNEL CAPE (JAY-THORPE); FOULARD ROMPERS (ALTMAN)

SOUTHWARD HO!

Hand-knit swim suits

CHECKS

CHILLI DRESSES



ONCE upon a time, there was a pair of shorts. And whenever they were brave enough to trot onto a tennis-court or jump about a beach, all the good people threw up their hands and clucked in horror. "What are women coming to?" they cried. "Is there no limit to their self-exposure?"

There is no limit to their comfort, the answer was. Comfort triumphed over accusation. So did vanity. For, contrary to common belief, most legs look far handsomer in shorts than they do either in baggy slacks or in flapping skirts. Legs in shorts look sturdy, tapering, and gay. And they move twice as fast—which is useful in everything from tennis to temptation.

FOULARD SUITS

NATURAL LINENS

- One of the great solutions of the year is the three-piece costume of shorts, shirt, and skirt—ultra-dashing in all-white linen or in the checked blue-and-white cotton that you cover horses with. If you're as bright as we think you are, you'll switch about your shorts, shirts, and skirts until you get a bewildering wardrobe out of a few items.
- The Tyrolian spirit still runs high in Southern clothes. At Best's, a natural linen hip-length jacket with navy-blue revers and brass buttons is worn either with long linen pants or shorts. Green flannel shorts have shoulder-straps and bands like those little Austrian girls wear over guimpes. These are one-piece, and, if they're green, you might wear them with a brown Anderson shirting blouse. It's hard to improve on shirting for trimness.

- If you're not particularly proud of your nether limbs and still don't want to be bothered with skirts, Best has divine one-piece tennis shorts that hit you just above the knees, are pleated and belted, and have a boy's collar buttoning down the front and back, neat as you please. There's nothing like a boy's collar to make the sturdiest wench look little, helpless, and appealing. Law of contrast, probably—of accenting one thing to achieve another.

- There's no question about it, not all of us can go romping about like Christopher Robin in jiffy pants. Because of decrepitude or knock-knees, it just won't do. There's a point where comfort must conform a bit to vanity. Hence, skirts were born. But the skirts—the golf and tennis dresses of this year and all the daytime clothes not destined for luncheons or cocktail parties—will be as simple and as businesslike as shorts. They have a straight, sharply drawn line that means they were designed for a purpose. And nary a button or pleat that isn't used for something.

- Skirts have new points, too. Vera Borea makes one of heavy linen that buttons straight down the front with wooden clip buttons that slip out for laundering. Very severe and sporting and found at Best. Some skirts button down each side, like the one in the picture on page 60. And linens, coarse (Continued on page 38)

Knit baby pants

CHINCHILLA COATS

Vogue's Spotlight

of the passing shows

WE shudder to think what a revolution would do to the theatre, not for the obvious reasons of chaos and the abolishment of luxury, but because, in the levelling of society, there would be no maids. The drama without maids is inconceivable. From Aeschylus to Noel Coward, servants have been indispensable. And full many a play has survived because of a butler.

Practically all polite plays of the late nineteenth century opened with the butler and the housemaid conversing. The butler is usually arranging roses; the maid is flipping a duster.

"When did the Mahster say 'e'd be back, Perkins?"

"Laws, Mr. Tripp, 'e's in a bad way, 'e is, Sir 'arry." And the play is begun.

In the eighteenth century, there was a positive rash of maids in plays. They were always tiny, fresh, "pert." You couldn't find better examples of the pert maid than Flora Le Breton in Molière's "School for Husbands," or Helen Ford in "Champagne, Sec." Both of them are excruciatingly pert. Both of them move as if they thought they were Cho Cho San. Pert maids can't walk. They trip, as if their feet were bound in childhood. They always exit

on a run, with a "moue" on their pretty faces and their dainty arms held away from their dainty panniers. Their heels are six-inches high, their skirts show dimpled knees, and somebody else's valet is always trying to seduce them. They are, in brief, a pest. It was a relief to see the slovenly wench in "Pursuit of Happiness." She does not trip, she lopes. She is anything but tidy. And her mouth is far too lax to form a "moue."

All of which leads us neatly and logically to Trump, the perfect butler in "The Green Bay Tree." Trump is by no means the axis of the play, but he is a very good reason for young Julian's final choice of the easy life—and one of an extraordinary cast. For "The Green Bay Tree" is superlatively acted: by James Dale as the evil and effeminate dilettante bachelor (a dangerous part, if ever there was one); by Laurence Olivier as his charming adopted weakling; by O. P. Heggie as the youth's real father; and by Jill Esmond, who loses in her fight for Julian's spirit. Together, they bring Mordaunt Shairp's precise and portentous dialogue to electric life, making you realize again the power



LOIS MORAN AND VICTOR MOORE



KIRKLAND AND BRAND, IN "MEN IN WHITE"



DANCER IN "CHAMPAGNE, SEC"



PEGGY WOOD



MISS WOOD REHEARSING WITH GEORGE MEADER



UNION SQUARE SCENE IN "LET 'EM EAT CAKE"

and beauty of the spoken word—when that word is fired by intelligence and rhythmic impulse.

"The Green Bay Tree" is a sinister play; so subtle in its implications, so direct in its issue that we shall be surprised if it is still running by the time this appears. It is definitely for the "carriage trade"; and the "carriage trade" grows ever smaller.

To return to revolution (are we ever far from it, these days?), "Let 'Em Eat Cake" seized on the idea and worried it to death. Out of a great jumble of political lampoons, communists, floosies, and marches, two things raised their heads: Victor Moore, without whose quavering Throttlebottom humour (deeply pathetic) the show could not have existed; and Gershwin's song "Mine"—a swooning contrapuntal delight. There were several very funny scenes—always with Throttlebottom. There were several choral pleasures—always in variations of "Mine." But when, Oh, when will the powers in the theatre drop their fatuous conviction that if an idea succeeds once it will succeed twice? When will the Gershwins and (Continued on page 80)



WALTER ABEL, TAMARA GEVA, MARY CHRISTIAN, REHEARSING



COLIN CLIVE AND ROSE HOBART IN "EIGHT EELS"



DOROTHEA WIECK (THIRD FROM LEFT) IN "CRADLE SONG"

REMIE LOHSE



GEORGE MEADER, PEGGY WOOD, HELEN FORD, AND KITTY CARLISLE IN "CHAMPAGNE, SEC"



DR. PAUL WOLFF

WHY NOT TRIPOLI?

by Irene di Robilant

WHY not, indeed? Here is the main city of Italian North Africa, beautiful—sun-drenched—historic—and still new enough as a travel discovery to be off the hackneyed track.

In Tripoli, you have all the satisfaction of mouthing the word "Africa" to your friends without trekking over miles of blistering desert or being blown off your feet by the trumpeting of mad elephants. For Tripoli is extremely easy to reach.

If you land at Genoa or Naples, you can fly to Tripoli; or, proceeding leisurely down the length of the Italian boot, go by steamer from Syracuse. Or, your Mediterranean Cruise ship may land at Tunis, which is linked to its Italian neighbour by a motor road and by regular steamship service.

In March and April, the North African sample fair in Tripoli and the Sicilian spring festivals are responsible for reduced rates on both railways and steamship lines, so that you can have the best of round-trip transportation from any port and city at a price that even the bankrupt can afford.

You start from Rome, say. A sleeper takes you right across Sicily to Syracuse. (Continued on page 86)



LUIGI COSTA

Street in old Tripoli, drenched in history and sunlight



NELSON

GOWNS AND SETTINGS FROM MACY'S

Dinner chic up your sleeves

The sleeves of these two charming dinner-frocks make them as up-to-the-minute as the setting—a room in “Forward House,” the recent exhibition of modern decoration at Macy’s. Miss Mary Taylor, standing by the fireplace, wears a dress of red-orange canton crêpe; Miss Peggy Dunne’s black crêpe dress has a low cowl back edged in ermine

ON HER DRESSING-TABLE

Some holiday suggestions

SO here we are, practically in the midst of the holiday season, with barely a minute for changing clothes between parties. And what, we may ask—as, indeed, we should—what is happening to our faces? Is it that they are retaining their pristine freshness with fewer hours of sleep and more frequent takings-on-and-off of make-up? Presumably, the answer to this is—no, they are not, and any help that can be awarded them in this respect is welcome. Well, a new and superior form of such help is provided in a preparation that is by way of being a godsend to tired faces and known as the Jonorr milk masque.

This masque was used by one of the country's leading dermatologists in the treatment of skin irregularities, and it is his prescription exactly that figures in its present form. What it does for your face is to give it a new life and vigour that manages to withstand the ravages of continual party going. Or, if it is a face that needs something to combat the all-year-round problem of oncoming wrinkles, there are the special restorative treatments to be taken more frequently and allowed to remain on a longer time.

The masque itself is rather fascinating business, because it is a powder that comes put up in amusing little capsules, which you empty into a miniature basin and mix with milk, to apply to the face in a paste. Milk, of course, is good as an ingredient to be used on the skin (consider all those beauties of history who used it!), but it is the powder that does the work, and if you want to substitute water for the milk, you may.

There are seven applications of the masque in the original box, together with a little basin and a carefully worked-out book of directions—and, apropos of that, follow the directions carefully. They are not intricate, but it is important in a preparation of this sort, compiled by a physician, to do exactly as you are told if you expect the best results. After you have used the vials in your first box, you can buy extra ones by the dozen. The evidence to date seems to be to the effect that you will want to keep right on buying them. The Jonorr masque can be bought only at Saks-Fifth Avenue for the present, but it is sure to spread to shops throughout the country. (Continued on page 82)

Succinct answers to the gift question are the dressing-table group in deep amethyst glass with gold accents and Dimitry's new fragrance, "Credo"; from Milgrim. Next, Molyneux's suède-boxed dusting powder, Elizabeth Arden's classic bath soap sitting prettily in a white soap dish from Au Bain. Lower right, a handsome lustre powder jar and two bathroom bottles in pastel translucent glass; Au Bain



MARTINUS ANDERSEN

Vogue's Smart Economies



• **SELECTED BECAUSE—**
These lounging costumes are excellent values. The first (left) is a graceful hostess gown of transparent velvet with a silk floss girdle; women's and misses' sizes. Franklin Simon; \$30

• The second tea-gown is of flat silk crêpe; with honeycomb pleating. Women's and misses' sizes. From Lord and Taylor; \$20

• The tailored two-piece tunic pyjamas of satin have contrasting silk frogs. From Bonwit Teller; \$17



• **SELECTED BECAUSE-**
The bias-cut nightgown on the opposite page makes an enchanting gift; of satin and Alençon-patterned lace lined with net; lace jacket to match. Franklin Simon; gown, \$8; jacket, \$5

• **SELECTED BECAUSE-**
The bias-cut satin nightgown above has unusual charm, with its dark Alençon-patterned lace suspender-back straps and tied back; it's a gift any woman would like. From Altman; \$6

• **SELECTED BECAUSE-**
Long-sleeved nightgowns are chic; this, of silk crêpe (above), was inspired by Mainbocher's shirt-waist dinner-dress. In light colours, or navy for lounging. Saks-Fifth Avenue; \$8

• **SELECTED BECAUSE-**
The nightgown in the centre is beautifully cut. Hand-made and embroidered. It is of silk crêpe with tinted Valenciennes-patterned lace banding the top and bottom. Best; \$8.50

• **SELECTED BECAUSE-**
The nightgown farthest right has smart tailored simplicity; it's made of satin with a Vionnet twisted front and wide crossed straps in back; shell-finished edges. Jay-Thorp's; \$13.75

• **SELECTED BECAUSE-**
Slip and panties (top) match satin gown on page 70. Franklin Simon; slip, \$5; panties, \$4
• **Lower set, hand-made;** matches centre gown. Silk crêpe; Best; slip, \$5; pantie, \$3.50

BLOUSE INTO ENSEMBLE

Designs for Practical Dressmaking



6518
6519

6518
6523

6515
6513

• **BLOUSE No. 6514 SKIRT No. 6513**—The first figure, right, wears a skirt of velveteen, with a row of buttons down a front-centre pleat—and it's all from the same design as the very plain light skirt, shown above at the right, of cashmere corduroy! The dark or bright flat crêpe blouse is versatile, too, and may be worn either as a tuck-in or as an overblouse. The yoke back, shaped turn-over collar, and long sleeves with their smart cuffs are new and noteworthy details. Designed for sizes 12 to 42; skirt, 27 to 38

• **ENSEMBLE No. 6521**—At the centre and far right are two versions of an "Easy-to-Make" ensemble that is equally adaptable and changeable. There is a one-piece frock that may have either a tie or a scarf collar, and there are revers to button on, if you like. The short jacket is fitted and has no collar at all. Make it of Chanel's soft woollen, and you can wear the jacket with one of your skirts. Designed for sizes 32 to 40

YOU WILL FIND BACK VIEWS OF THESE DESIGNS ON PAGE 84

SWING your partners—or rather, swing a blouse from one costume into an ensemble with a skirt of another. For that's the newest development in the skirt-blouse idea—a controlled inflation of costumes that gives practically unending variety

• **BLOUSE No. 6518 SKIRT No. 6519**—With neck-lines on the up and up, the little soft wool turtle, far left, leads them all. The grand skirt, divided and gored, has a separate polo belt. Designed for sizes 12 to 20; 30 to 38; skirt, 27 to 34

• **BLOUSE No. 6518 SKIRT No. 6523**—A second view of the blouse at the far left shows an overblouse with a scarf collar and short sleeves. The skirt has a pleated panel in front and back. Designed for sizes 12 to 20; 30 to 38; skirt, 27 to 38

• **BLOUSE No. 6515 SKIRT 6513**—The high-crushed collar makes this blouse of novelty wool important. Designed for sizes 12 to 42. Skirt described in text below



6514
6513

6521



Christmas comes early with us. We have been planning for it since mid-summer, designing and making many new and exquisite pieces, so that you might have a wide and brilliant choice for your giving. And of all our Christmases—

this is our one hundred and twenty-third—few have offered the opportunities of choosing so wisely and so well and at such moderate cost. Whatever your selection, your good wishes will be matched by the good taste that is the heritage of this house.

DIAMOND RING WITH TAPERED BAGUETTES



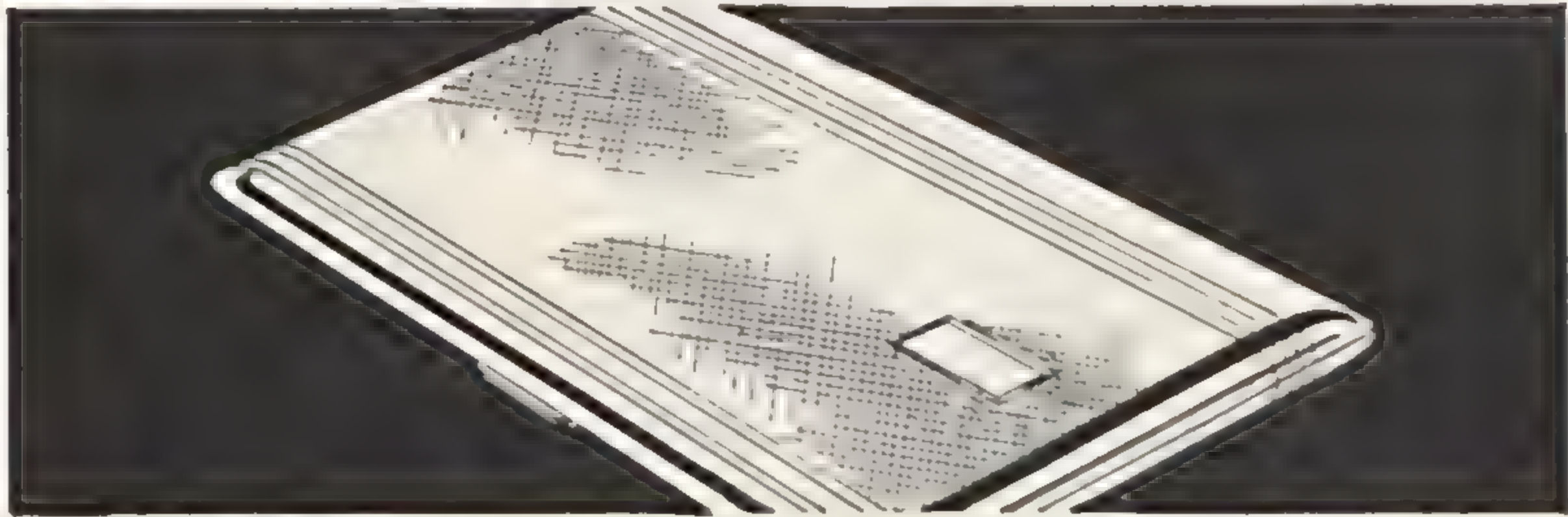
STERLING SILVER PUNCH BOWL—PAUL REVERE REPRODUCTION



DIAMOND AND SAPPHIRE BRACELET



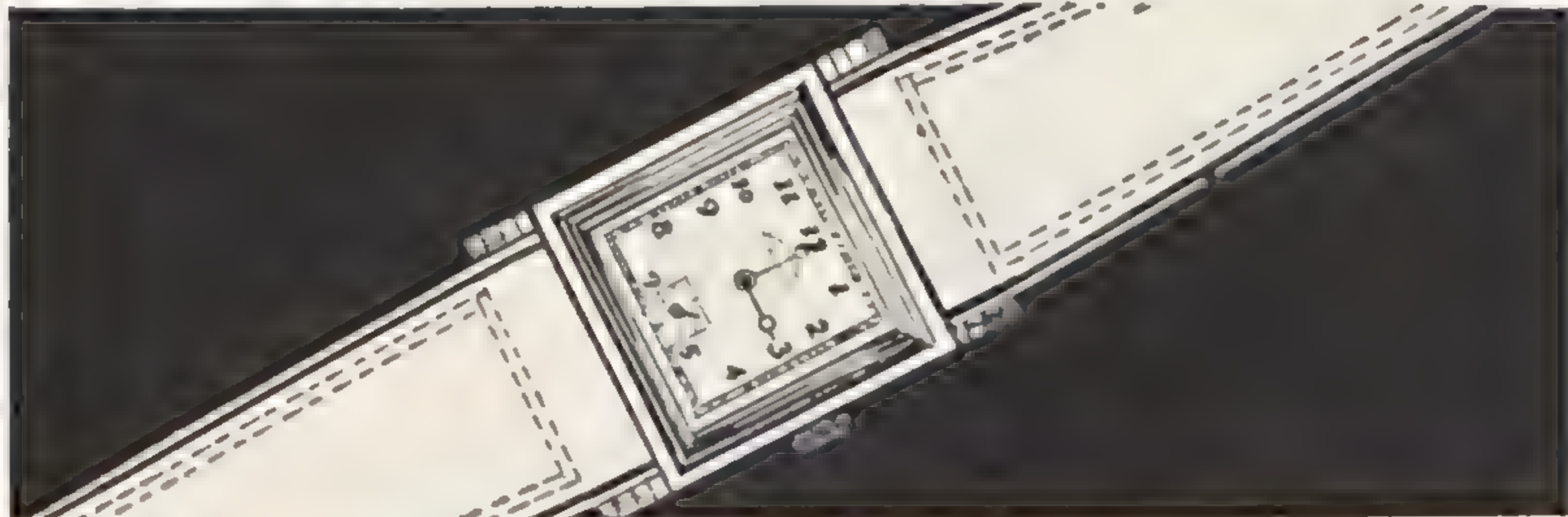
STERLING SILVER CIGARETTE CASE



DIAMOND-CASED WRIST WATCH



MAN'S STRAP WATCH



PAIR OF DIAMOND CLIPS. MAY ALSO BE WORN AS A BROOCH



TWO-TONE SOLID GOLD CUFF-LINKS WITH WOVEN DESIGN



SEWED UP IN CHIC

Designs for practical dressmaking

• **FROCK No. S-3675**—We show, at left, one of those new afternoon frocks with a two-piece effect. The material is Celanese satin bengaline. Sleeves and yoke, cut in one, give a new shoulder softness. Designed for sizes 14 to 20; 32 to 38

• **FROCK No. 6516**—The first afternoon frock at the right gets its deceiving two-piece effect by a shaped peplum. The shaped yoke, big bow, material (Foreman's rough crêpe), and three-quarters sleeves do nothing but add and add to its smartness. Designed for sizes 12 to 20; 30 to 38



S-3675



6520



6522



6516

S-3674

6512

• **FROCK No. S-3674**—Look carefully at the centre figure, above, with the necklace collar, wrapped sleeves, and princesse lines. For they are what make this frock of Acele crêpe faille such an important trick at any bridge game. Designed for sizes 32 to 40

• **FROCK No. 6512**—The peplum (above, right) shows another way to achieve that piquant new two-piece look. This dress is perfect to wear straight through the day in town, under your fur coat. The collar is of looped ribbon. It's "Easy-to-Make." Seraceta bengaline. Designed for sizes 12 to 20; 30 to 38

• **FROCK No. 6520**—Button, button the draped blouse section (left) from high throat to waistline; tuck the shoulders like epaulets, and the cuffs, too—to have one of the newest of afternoon frocks. Mallinson's nubby silk crêpe is the smart material. Designed for sizes 32 to 42

• **ENSEMBLE No. 6522**—The two at the left may be a whole evening wardrobe in one! A high-fronted, low-backed gown becomes an evening suit if made without the train and worn with the jacket with a gilet. Designed for sizes 32 to 40

• **FROCK No. 6511**—Put spice in your wardrobe with this very new frock (right) of high front and cowl back. Its long sleeves are as successful for late tea as for dinner. Designed for sizes 32 to 40



6511

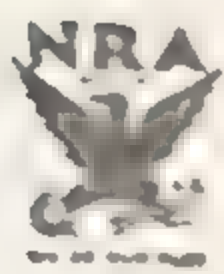
BACK VIEWS OF THESE MODELS SHOWN ON PAGE 84

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 360 Adelaide Street, West, Toronto, Ontario. Prices of patterns are given on page 102

A Sparkling CHOICE



FOR Scintillant FOLK



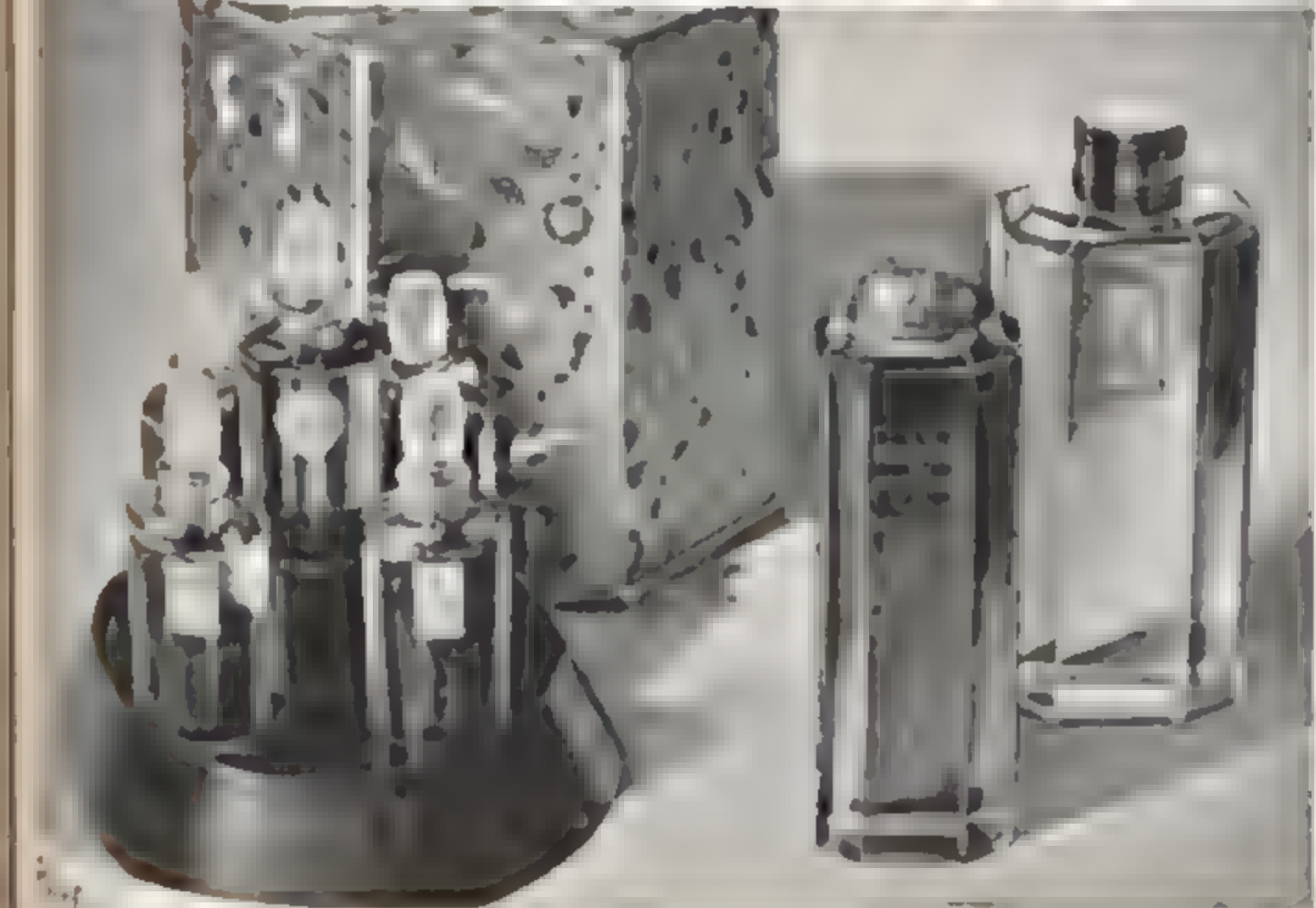
For those smart bath-rooms—Coty creates new Bath Ensembles in lovely water-lily boxes. Dusting Powder with Toilet Water—\$2.75; Toilet Water with Talc (in dainty metal container)—\$2.25. Harmonious blue tones.

Just created—gold-toned Compacts, in handsome new designs, inlaid and flanged with "turquoise" or "vermillion". Double Compact with new half-ounce Perfume—\$4.25. Coty Toilet Water, with the Single Compact—\$2.

BRIGHT people recognize brightness in their friends. And they send the sort of gifts that they'd be glad themselves to receive—exquisite Perfumes, Compacts, Purse Ensembles, Soaps, Manicure Sets, Toilet Water—signed with the name that means quality. Nothing more lovely has ever been created than Coty's gold-and-ivory toned gift boxes. In selecting them you honor yourself and friends!

Coty

In her hand, "Fernery at Twilight" (La Fougère au Crépuscule) an instant success! New flacon—\$20.



Perfumes make perfect gifts—especially Coty. Perfumes, arranged in this grand "Diadème"—five odeurs—\$10. (Refillable.) Fernery at Twilight—Coty's newest odeur, \$10—also in new \$5 and \$20 sizes; L'Aimant—a glamorous, sunny perfume, \$5, also \$14.30. (Above)

New! Fragrant Ensembles—(center panel). De luxe box of Coty Face Powder, vermillion-footed; generous new bottle of Toilet Water—\$2.50. The next Set unites de luxe Face Powder with Coty Talc, in frosted glass, and the new half-ounce of Perfume—\$4.85.

Gold-toned Purse Ensemble—new (at center)—Purse Perfume Holder, Single Compact, and Round Lipstick. Amazing value—three piece set—\$3.75. Also, new gold-toned Double Compact—color-inlaid, boxed with special Toilet Water, capped in color—the set—\$3.

Fragrance carries through the Coty Gift Box, above, with frosted bottle of Talc, de luxe box of Face Powder, flacon of Toilet Water and gilt-capped, crystal bottle of Perfume—\$10. Travel Manicure Kit, \$3.50. Other fine Perfumed Manicure Sets, \$3, \$4, \$5.



Me oh my! the Grays have the Blues

CCOURSE they have, the silly little dears. Gray hair *does* that to the sensitive. Makes them feel they've lost their right to be gay [and alas, makes others feel that way about them too!]

CCHEER up, my lasses. There's an easy road to happier days. Inecto Rapid Notox will make gray hair as young and lovely as when you were in your teens. Notox is a remarkable new method—scientific—undetectable! Entirely different from old-fashioned hair dyes. Instead of coating the outside of the hair as old methods do, Notox colors hair inside the shaft, where nature does. That's why your hair looks so perfectly natural, so gratifyingly shiny and soft to the touch.

OUR advice is—don't delay. Don't let even your dearest dear see gray hairs on your head. As soon as you spy them, hasten to your hairdresser and let her recolor them with Notox. Remember, Notox matches even the most difficult shades—from shimmering gold to inky black. Be sure to insist on Inecto Rapid Notox. Resent a substitute. No product like Notox exists. *You can find Notox at any smart shop.*

SEND for free copy of the *Inecto Rapid Notox Beauty Analysis Chart*..and the address of a conveniently located beauty shop where you may have your hair re-colored with Notox. Write Dept. 84, Sales Affiliates, Inc., 33 West 46th St., N. Y.

Inecto Rapid **NOTOX**
Colors hair inside where nature does

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SOCIETY

WEDDINGS

NEW YORK

Allen-Crawford—On November 18, in the Rye Presbyterian Church, Rye, New York, Mr. Jerome Ripley Allen, of New Rochelle, New York, and Miss Evna Lake Crawford, daughter of Mr. and Mrs. Everett L. Crawford, of "Shanarock Farm," Port Chester, New York.

Bidwell-Mallory—On October 28, Mr. Miles Oakley Bidwell, son of Mrs. Fred-eric H. Bidwell, and Mrs. Frances Jones Mallory, daughter of Mrs. John Car-olynn Jones, of Orlando, Florida.

Fisk-Boehm—On October 28, Mr. Pliny Fisk, junior, son of Mr. and Mrs. Pliny Fisk, and Miss Rachel Boehm, of New York City, daughter of Mrs. Hazel Smith, of Central Islip, Long Island.

Germann-Hanson—On October 29, in Saint John's Episcopal Church, Wilmot, New York, Mr. Charles Anthony Ger-mann, son of Mr. and Mrs. Robert Ger-mann, of Zürich, Switzerland, and Miss Dorothy Houghton Hanson, daughter of Mr. and Mrs. E. Irving Hanson, of "Pleasantways," New Rochelle, New York.

Hopper-Crawford—On November 18, in the Rye Presbyterian Church, Rye, New York, Mr. Bernard Ewing Hopper, of Detroit, Michigan, and Miss Mary Dexter Crawford, daughter of Mr. and Mrs. Everett L. Crawford, of "Shanarock Farm," Port Chester, New York.

Knight-Fenwick—On November 2, Mr. Richard A. Knight, of New York City, and Mrs. Dorothy Ledyard Fen-wick, of Far Hills, New Jersey, daugh-ter of Mr. and Mrs. Lewis Cass Ledyard, of New York City.

Lovejoy-Post—On November 4, at Hartford, Connecticut, Mr. Winslow M. Lovejoy, of New York City, son of Mrs. Frederick B. Lovejoy, of Montclair, New Jersey, and Miss Josephine G. Post, niece of Mr. and Mrs. C. Morgan Aldrich, of Hartford.

Rosenquest-Myers—On October 20, in Christ Church, Bronxville, New York, Mr. Horace Harding Rosenquest, son of Mr. and Mrs. Eugene H. Rosenquest, of Bronxville, and Miss Mary Otis Myers, daughter of Mr. and Mrs. Kellock Myers, of Bronxville.

Wilmerding-Pratt—On November 28, in the Church of the Heavenly Rest, New York City, Mr. David Richmond Wilmerding, son of Mr. and Mrs. Henry A. Wilmerding, and Miss Barbara Pratt, daughter of Mr. and Mrs. Harold Ir-ving Pratt.

BALTIMORE

Whitney-Van Bibber—On October 22, in Emmanuel Protestant Episcopal Church, Bel Air, Maryland, Mr. Wil-iam Thomas Whitney, son of Mr. and Mrs. Travis H. Whitney, of New York City, and Miss Anne Chew Van Bibber, daughter of Dr. Armfield Franklin Van Bibber and Mrs. Van Bibber, of "Hur-ricane Hill," Bel Air.

BOSTON

Murphy-Warren—On October 29, in the Leslie Lindsay Memorial Chapel of Emmanuel Church, Mr. Grayson Mallet-Prevost Murphy, junior, son of Mr. and Mrs. Grayson Mallet-Prevost Mur-phy, of New York City, and Miss Mary Eleanor Warren, daughter of Mr. and Mrs. Joseph Warren, of Brookline, Massachusetts.

CHICAGO

Fenno-Chapman—On October 29, in the Fourth Presbyterian Church, Mr. J. Brooks Fenno, junior, son of Mr. and Mrs. J. Brooks Fenno, of Boston, Mas-sachusetts and Bar Harbor, Maine, and Miss Mary Virginia Chapman, daughter of Mr. and Mrs. John Adams Chapman, of Chicago and Lake Forest, Illinois.

McMurtry-Hunt—On October 26, in the Collegiate Church of Saint Nicholas, New York City, Major George Gibson McMurtry, of New York City, and Miss Louise Hunt, daughter of Mr. Jarvis Hunt, of Chicago, Illinois.

CINCINNATI

Lyford-Greve—On October 28, in Christ Church, Cincinnati, Ohio, Dr. George Lyford, son of Mr. and Mrs. George Henry Lyford, of Branford, Connecticut, and Miss Cherry Greve, daughter of the late Charles Theodore Greve and Mrs. Greve.

Smith-Wright—On October 21, Mr. Philip Platt Smith, son of Dr. Elsworth Striker Smith and Mrs. Smith, of Saint Louis, Missouri, and Miss Virginia Wright, daughter of the late John Mc-Cune Wright and Mrs. Wright.

Taylor-Stewart—On October 27, Mr. John Colville Taylor, son of Mr. and Mrs. Walter Scott Taylor, and Miss Irene Potter Stewart, daughter of Mr. and Mrs. James Garfield Stewart.

DENVER

Sargeant-Pyeatt—On September 21, Mr. Raymond E. Sargeant and Miss Frances Pyeatt, daughter of Mr. J. Samuel Pyeatt.

WEDDINGS

HARTFORD

Ticknor-Farmer—On October 7, in New Haven, Connecticut, Mr. Benjamin H. Ticknor, second, son of Mr. and Mrs. William Davis Ticknor, of New York City, and Miss Barbara Farmer, daugh-ter of Mr. and Mrs. Malcolm Farmer.

LINCOLN, NEBRASKA

Egan-Faulkner—On October 19, Mr. Bartholomew P. Egan, of Omaha, Ne-braska, and Mrs. Edwin J. Faulkner, daughter of Mrs. Emory C. Hardy.

MONTCLAIR

Abbott-Batt—Mr. Robert C. Abbott and Miss Martha Batt, daughter of Mr. and Mrs. W. L. Batt.

Drew-Taylor—Mr. Jerome Drew, junior, son of Mr. and Mrs. Jerome Drew, and Miss Jesse Taylor, daughter of Mrs. Jesse Taylor.

Goodwillie-Vogt—On October 20, Mr. Stuart Goodwillie, son of Mrs. Frank Goodwillie, and Miss Julia Vogt, daugh-ter of Mr. and Mrs. Adolph William Vogt.

Wilson-Austin—On September 23, Mr. Robert Graham Wilson and Miss Louise Austin, daughter of Mrs. Chellis A. Austin.

MONTGOMERY

Bartlett-Bellingrath—On October 5, Dr. Haywood Sommerville Bartlett, son of the late Haywood Bartlett and Mrs. Bartlett, and Miss Elmore Bellingrath, daughter of Mr. and Mrs. William Al-bert Bellingrath.

Haddon-Brame—On September 8, in Nashville, Tennessee, Lieutenant Julian Buckner Haddon, U. S. A., son of Mr. and Mrs. Julian Buckner Haddon, of San Diego, California, and Miss Car-olyn Washburn Brame, daughter of Mr. and Mrs. William Whitman Brame, of Montgomery, Alabama.

PHILADELPHIA

Fittler-Parker—On October 25, in Saint Paul's Church, Elkins Park, Pennsylvania, Mr. Ralston Biddle Fit-ler, son of Mr. and Mrs. N. Myers Fittler, of Bryn Mawr, Pennsylvania, and Miss M. Elizabeth E. Parker, daughter of Mrs. Elva E. Parker, of Melrose, Pennsylvania.

Hepburn-Robinson—On November 24, in Saint Paul's Church, Overbrook, Pennsylvania, Mr. William W. Hepburn, junior, son of Mr. and Mrs. William W. Hepburn, of Villa Nova, Pennsylvania, and Miss Helen Louise Robinson, daughter of Mr. and Mrs. William W. Robinson, of Overbrook, Pennsylvania.

Newhall-Graham—On November 2, in Saint Paul's Church, Chestnut Hill, Pennsylvania, Mr. J. George Newhall, of Phoenixville, Pennsylvania, and Miss Caroline F. Graham, daughter of Mr. and Mrs. Frederic W. W. Graham, of Chestnut Hill.

ROANOKE

Ould-Airheart—On October 21, Mr. Edward H. Ould, junior, and Miss Mad-olyn Burrus Airheart.

SAINT PETERSBURG

Ervin-Merrell—On October 14, at "Jungle Pines," Saint Petersburg, Flor-ida, Mr. Thomas Carlton Ervin, son of Mr. and Mrs. Ella M. Ervin, of Saint Peters-burg, and Miss Harriet Powers Mer-rell, daughter of Mr. and Mrs. Irving Seaward Merrell, of Syracuse, New York, and Saint Petersburg.

Mack-Heitland—On July 23, at Darien, Connecticut, Mr. Robert J. Mack, of New York City, son of Col-onel F. J. Mack and Mrs. Mack, and Miss Martinez Heitland, daughter of Mrs. Inez Heitland.

WASHINGTON, D. C.

Taylor-Strauss—On October 21, in Saint John's Church, Mr. James Spear Taylor, son of the Reverend Dr. William Rivers Taylor and Mrs. Taylor, of Chestnut Hill, Pennsylvania, and Miss Helen Livingston Strauss, daughter of Admiral Joseph Strauss and Mrs. Strauss, of Washington, D. C.

NEW YORK

Dulles—On December 28, at a sup-per dance in the main ballroom of the Ritz-Carlton, Miss Lillias P. Dulles, daughter of Mr. and Mrs. John Foster Dulles.

Hubbard—On December 27, at a din-ner dance in the Crystal Room of the Ritz-Carlton, Miss Emma B. Hubbard, daughter of Mrs. Ernest V. Hubbard.

DEBUTS

Are you looking for *Ideas* for Christmas Gifts ?

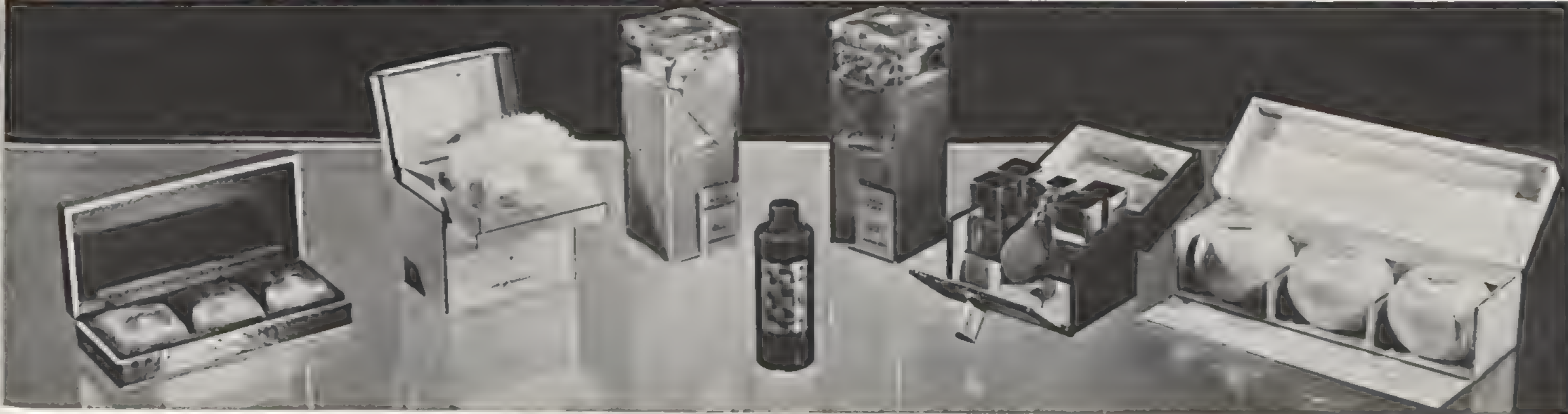
Here are Elizabeth Arden's Suggestions

Elizabeth Arden herself selected this group of suggestions. She believes they will prove a happy inspiration in your search for gifts of exceptional loveliness • To give a creation of Elizabeth Arden is to give beauty itself. There cannot be a happier choice.



- Powder Ensemble...**Five shades of Illusion Powder, ideal for guest room \$3.50
- Ardenette Duet...**Matching Lipstick and Compact in bright enamel. Single compact \$5.50 Double \$6.50
- Lipstick Ensemble...**Six Lipsticks in six costume shades . . \$7.50
- Individual Lipsticks, eight shades \$1.50
- Perfumes...**La Joie, Le Rêve, L'Amour, L'Elan, Tuberose and Moon Moss, atomizer included, \$7.50 to \$125 . . Twin Perfumes, \$5

- Jewel Compact...**thin, square, golden...with matching lipstick which opens automatically when you press the little jeweled catch. Compact, single, \$2; double, \$2.50. Lipstick, \$1.50.
- New Evening Case...**One side contains make-up accessories and tiny comb. Other side is cigarette case with holder and matches. Silver, monogrammed in black, \$40. Black enamel, silver monogram, \$50
- Ardenette Trio...**Compact, Matching Lipstick and Perfume . . \$9
- Illusion Powder...**In thirteen lovely shades \$3



- Luxurious Soaps...**Delicately fragrant imported soap, scented with Ambre, Allamanda and Jasmine Three cakes, \$3
- Bath Powder...**In glazed box with swansdown puff. June Geranium, Jasmine, Allamanda and Ambre \$5
- Bath Salts...**Pulverized crystals in handsome jars to match bath powder in fragrance \$5

- Imperial Bath Essence...**Concentrated fragrance for the bath. Ambre, \$5 Jasmine, \$6.50
- Leather Perfume Case...**Containing four bottles and special atomizer, without perfume, \$20 with perfume, \$32.50
- Bathodomes...**Elizabeth Arden's famous soap scented with June Geranium or Jasmine. Box of three, \$2 Each cake, 70c



- New Beauty Box...**Of black diced calfsgrain, fitted with important Elizabeth Arden Preparations \$9.50
- Travel Case...**An ingenious arrangement of preparations in a double-door morocco case \$30

- Debutante Box...**All the preparations for a Debutante Treatment compactly included in a pretty pink metal box \$3.85
- Beauty Treasure Chest...**Contains every accessory to loveliness; a beauty box in the grand manner \$75 to \$200

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Distributed by: PARFUMS CORDAY, INC., 6-B EAST 39th STREET, NEW YORK

BED MANNERS

(CONTINUED FROM PAGE 39)

man in Room 580. He will not poach on his wife's toilet articles or break the point of her orange-stick. He will not force his large feet into her small mules, nor use her hairpins to make his pipe draw.

He will smile agreeably when he finds his wife has used his razor. He will spring out of bed like a lion to investigate any burglarish noises or to make sure that the garage door is locked. He will remember that no male person is attractive in any deshable involving the sight of union suits or suspenders.

He will cheerfully fill a hot-water bottle on request, and will never be heard to say he wishes he were living alone in more comfortable rooms with a Japanese cook-valet.

CODE FOR A LADY

A lady will never consider the privacy of a bedroom an excuse for letting a man see her in hair-curlers or with her face daubed with cold-cream. She will not forget that modern hair-curlers worn in the back are quite as revolting to the male eye as the old-fashioned ones worn in front.

She will fill her own hot-water bottle. She will maintain a heavy stock of aspirin, mineral water, and cigarettes.

She will keep her worn stockings off the towel-rack in the bathroom, and will remove all traces of bath salts from the tub. She will never gargle except behind a sound-proofed door.

Although at the last gasp from fatigue, she will rise from her repose at any time and instantly produce a collar stud, a white tie, or a pair of new shoe-laces. Even though sleepy, she will not interfere with her husband's right to read in bed until at least one o'clock. If he likes small bath towels, she will provide them.

A lady will ignore the presence of a loaded revolver on the bed-table, and will keep her face immovably pleasant if her husband sometimes thinks yesterday's shirt can be worn again to save laundry. She will never offend his nostrils with the smell of a peculiar cold-cream. Should the maid have neglected to turn down the bed, she will still look pleasant if her husband hurls the spread on the floor.

She will *never* touch his razor.

MORE ADVANCED RULES

These are such obvious rules (even if some of them seem a little hard to obey) that it's astonishing nobody has set them down before. For many years, one question has poured in to departments discussing social form, at the rate of dozens a week. It is: "What is the proper dress for the groom at an afternoon wedding?" I can reel off the answer to you like a formula—and yet, it is no answer at all. For it doesn't matter if the groom turns up at Saint Bartholomew's in overalls and hob-nailed boots. This would be accepted as a lovable bit of personal eccentricity. But it *does* matter how he dresses, and how he behaves, when the last notes of Lohengrin have died away and he finds himself alone with the girl he hopes to charm. At that mo-

ment, etiquette pays its highest dividends.

Even the best books don't tell us what is the good of etiquette, after all. I searched a dozen of them in vain for this. Only the highest authority, Vogue's Book of Etiquette, says anything about it. As follows: "The rewards for good behaviour are high. Through good humour, intelligent interest, and tolerance, almost any door will open—and if a person has beauty, charm, or even a simple taste for pleasant comradeship, not only the doors will open, but many arms as well."

Well, there you have it. And to keep those arms open, a few rules of a more advanced sort may now be suggested, subject, of course, to your advice and counsel, as before.

SOME DO'S AND DON'TS

There must be no conversation about financial difficulties in the hours dedicated to shut-eye. Complaints about to-day's stock market produce tomorrow's headaches.

Unless her closet is really bare, no wife is wise in telling an impoverished husband that she hasn't a thing to wear.

A young husband, in these days when the classics aren't compulsory, can not "roll to bed with a Latin phrase and rise with a line of Greek." But he can bring home at least one good story a day and fortify his wife's pre-nuptial impression that he is a very amusing person, in fact, a wag.

A young wife will seldom or never amuse a husband by recounting her servant troubles, or the recent changes in personnel at the local A. and P.

She will not sleep the sounder for hearing that her husband has been victimized during the day by perfidious customers or a callous boss. Bad news should be carefully saved until after breakfast, and then forgotten in the rush for the 8:31.

Emily Holt, in her *Encyclopedia of Etiquette*, was the first authority to point out that big modern homes, with plenty of bathrooms, are a great aid in keeping people happy though married. Twenty years ago, she noted that "a hostess will be looked at askance if she frequently asks two fastidious people to share one bed." Twin beds come to America from the fastidious nation, France. They have been a boon to the mattress, blanket, and sheeting industries. But they are no substitute for good bed manners. A lady who married a French gentleman reports that he is the soul of chivalry except in two particulars. He *will* have the windows closed, and he *will* read in bed until three o'clock every morning. Such things are the prelude to Reno.

In modern marriage, the three "R's" are Resignation, Riggs, and Reno. This jest will be pointless soon. As soon as people realize that it doesn't shock a sovereign to be told "Queen, you said a mouthful," but it does shock a wife if you sleep open-mouthed and snore like a fog-horn. The dark hours are the dangerous hours, and one can not (Continued on page 80)

Never wear stockings that do not fit your *leg* as well as your *foot* . . .

belle-sharmeer stockings are made in different proportions to fit *every type* of leg . . . *in width, in length and in footsize*

Give her Christmas stockings that were really made for her



"All three wear Size 9½!"

brev
is the *belle-sharmeer* stocking for small women and girls.

duchess
is extra long for tall types.

modite
fits medium sizes perfectly.

also **classic**
is extra full for those more generously proportioned.

EXQUISITE *belle-sharmeer* stockings are not only lovelier looking . . . they are much more comfortable. They wear longer because they fit without strain or stretch.

Only *belle-sharmeer* stockings offer perfected proportions for every type of woman . . . small, tall and medium . . . and every size leg . . . short, long, slim and plump. Marvelous *belle-sharmeer* stockings, in the season's smartest shades, are sold exclusively in one fine shop in each community. Chiffons, service chiffons, and service weights. Prices are indeed reasonable. The *belle-sharmeer* division of the Wayne Knitting Mills, Fort Wayne, Indiana. *Member of NRA.*

Ask for your *belle-sharmeer* stockings by name

belle-sharmeer
STOCKINGS
designed for the individual

Illustrations and text copyrighted 1933 by Wayne Knitting Mills

VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 65)

Kaufmans and Ryskinds stop lying down on their talents?

• Refreshingly free from heavy satire and problem-burlesque was Clare Kummer's comedy, "Her Master's Voice"—by no means a great play or even a good play, but Roland Young and Laura Hope Crews are guarantees of pleasure. The moment they step on the stage, you know everything is for the best in the best of all worlds. It doesn't matter what they say or how thin and meaningless the pattern of their plot. But when Young ejaculates his toneless and rather adenoidal remarks, and when Crews crinkles her eyes and answers him back—well, you have an evening.

• Bawd is over the town: successful in "Sailor, Beware!" because it is so forthright and so mad that only the sour and the inhibited could protest; unfortunate in "Three and One," because it has that self-conscious smirk that turns it from healthy ribaldry into hollow smut. There were, certainly, a

number of laughs in the play; but it's dangerous always to translate French farce. It is a truism to say that what is funny in French can be laboured in English. And even the deft Lewis Galantière failed to sustain bed-interest through two and a half hours. We know about beds—and men—and women. Our mothers told us long before Monsieur Amiel wrote "Three and One."

• Mae West, for instance, knows how to handle bawd. She kids the life out of it; taking the sting of vulgarity out of "I'm No Angel" by her enveloping sense of humour. She is, in fact, perhaps the only screen star who thinks herself funny. Mae has no illusions. She puts sex on with a broad ironic shovel. People who call her suggestive and roll their eyes whenever her name is mentioned ought to look twice. Anything as obvious as Mae West's manipulation of men and flesh can not be suggestive. It is right (Continued on page 88)

BED MANNERS

(CONTINUED FROM PAGE 78)

afford to stub one's toe on the threshold of one's conjugal bedroom.

An intelligent man is no more anxious to change his wife than to change his tailor or gunmaker. A well-married lady will stick like a burr. Bed manners are worth all the light you can throw on them. Vogue is compiling (and you can add to it) a reading course from the best authors, ancient and modern.

The old Roman, Cato, offers this good advice: "Avoid the *extremes* of familiarity and reserve."

Fiction is a feeble substitute for life. But when serious authors dodge a subject, one must call the novelists in. Grace Hegger Lewis's novel, "*Half a Loaf*," should tell any writing man how *not* to behave at home, either when he is just starting, or when he wins fame. And in another novel of a few years ago, Joseph Hergesheimer puts these ringing words into the mouth of his heroine: "I don't want to be a wife. I don't want to be one of those creatures in a dressing-sacque, with hairpins in their mouths. That is where married women make a mistake. They let their husbands see them while the maid is washing their hair, or when they're smeared with cream. I won't be a wife!"

Then, there is Arnold Bennett, who studied human habits as minutely as Henri Fabre studied wasps. Bennett's books teem with lifelike descriptions of how men brush their teeth, and how women gargle and put on their stockings. At the opposite pole is John Galsworthy, who was not observant of slop-basins, hair-curlers, mouth washes, and the other unpleasant items in Arnold Bennett's vast museum, but who tells how the happiest aristocrats have lived.

Is there any example of a dishevelled lady in Galsworthy? Are any of his men ever seen except in a state of superb neatness? Beau Brummell was the first man in England to let nobody see him till he was completely dressed, cravatted, and hatted for the day. I

can not remember a Galsworthy character with his hair mussed, one slipper off and one on.

Which may be the reason, may it not, why Galsworthy's love-stories are so lovable? Among other authors you will surely want to add are Aldous Huxley, Somerset Maugham, Ernest Hemingway, and Noel Coward. All are frank. If you find that some of their heroes are cads, and their heroines are sluts, these are still excellent as horrible examples.

But life is better than books and plays. What you have seen is more helpful than what you have read. "We do not need to be educated, only to be reminded," said Confucius. From our nursery days comes the memory that we aren't popular if we clamour to sit up past bedtime, if we play tricks on the fellow in the adjoining bed, if we leave the bathroom in a mess, if we swipe things from the other person's bureau and clothespress. Scott may have said we are savage at night. Perhaps we are only childish.

The nicest thing I ever heard a lady in real life say about her husband was at an army post during the War. As a raw recruit, I was flattered by an invitation to the commanding officer's table. At the head of the table sat the fighting man, arrayed in uniform, with his service stripes and the colonel's eagles on his shoulders. (He is a general now.)

I managed to tell his wife, at the other end, how much I admired him and his rapid promotions.

"C— has the best bed manners in the United States Army," said the lady.

And that was that! But surely it is a testimonial we could all earn, no matter what is our own pursuit.

Why not have the best bed manners in Newport—in Dubuque—in a hut in the Dolomites—or on the S. S. Europa—in whatever state of life, according to the catechism, it has pleased God to call you and me?



CHAPERONE YOUR BEAUTY WITH SINCERITY

Strange headline in this era of sophistication . . . yet only the same sincerity that gives beauty to your expression can bring beauty to your complexion . . . a radiant skin is the gift of fine formulas, not frivolous cosmetics . . . the famous HARRIET HUBBARD AYER beauty preparations are not just so many tubes, bottles and jars . . . they are rather the outward manifestation of an inward spiritual earnestness . . . pure as beauty and sincere as the search for beauty . . . informed by a lifetime of case histories and analytical study . . . you are not experimenting when you use HARRIET HUBBARD AYER beauty preparations . . . you are sharing the secrets that have for a generation satisfied the longing for complexions that stay lovely and stay long!

LUXURIA . . . foundation for beauty . . . to cleanse, clarify and soften. 45c, 85c, \$1.95, \$2.75.

SKIN & TISSUE CREAM . . . to help smooth out wrinkles and keep the skin firm. 85c, \$1.65, \$4.40, \$7.15.

EAU de BEAUTE Astringent Tonic . . . to reduce the pores and brighten the skin. 85c, \$1.65.


BEAUTIFYING FACE CREAM . . . the cherished beautifier and base for your HARRIET HUBBARD AYER powders. 85c, \$1.65, \$4.40, \$7.15.

Send for free booklet
"All for Beauty."

HARRIET HUBBARD AYER
INCORPORATED
BEAUTY PREPARATIONS

MONTREAL NEW YORK LONDON
PARIS





Smartness STARTS WITH THE *Foundation*

● A beautiful new figure! Can you imagine a more thrilling Christmas gift? You can have it... and give it, too. Vassarette Foundation Garments, soft and firm and supple, will be worn and appreciated long after the perfume is gone and the books are borrowed.

Vassarettes hold and mold... stretch and breathe, glorifying the slim, the semi-slim, and the not-so-slim. They stay in place... keep their shape... wash in a whisk.

Be sure to give genuine Vassarette Foundation Garments for Christmas gifts. Look for the name. In corset departments of fine stores, \$5 to \$15. Vassar Swiss Underwear Company, 2545 Diversey Avenue, Chicago.

MEMBER OF NRA

LEFT: *Vassarette Girdle and spiral uplift Bandeau.*
RIGHT: *Vassarette All-in-One Foundation Garment with slenderizing panel, back and front.*



Vassarette Foundations



Two ages... with the same complexion beauty

Mother and daughter...teens and forties...both youthful and lovely! For Mother, by devoting a few minutes each day to intelligent, faithful care, has kept her complexion firm, smooth and free from ageing lines. She is as beautiful and young looking as the charming girl who is so proud of her. At forty, she cleanses her skin thoroughly every day with Barbara Gould Cleansing Cream; she protects it with Finishing Cream; she supplements nature's nourishment with Tissue Cream and stimulates her skin with Circulation Cream. Daughter, in her teens, needs only Barbara Gould Cleansing Cream. She will add the

other Barbara Gould Creams progressively, in her twenties, thirties and forties, to keep her skin always soft, smooth and unlined. Barbara Gould Creams come in generous size jars at \$1.10 and tubes at 50¢.

4 PERFUMES

4 Barbara Gould Perfumes: the newest, most fascinating fragrances for the Four Ages of Beauty. TEN for the glowing beauty of the teens; TWENTY-FIVE for the twenties, breathes the spirit of gaiety and romance; THIRTY is sophisticated, expressive of deepening personality; FORTY is for the triumphant, perfected beauty of the forties. 55¢ to \$3.50.



Barbara Gould 4 Creams, perfumes and other preparations are sold by leading department and drug stores. Write for the beauty handbook, "Any Woman Can Look Lovelier." BARBARA GOULD, 35 West 34th St., New York.

Barbara Gould

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 69)

Of course, you have seen Pond's creams practically all your life, and known their virtues equally well. Have you, then, observed a difference in their appearance as they are brought down from the cosmetic shelves? For they have gone modern in a moderate way. The jars are well proportioned and generous—of a shape that has a nice feel in your hand when you pick it up—topped with the same blue-green covers that characterize the handsome Pond's powder jars. New jars don't affect the creams, however. Pond's feels, as do its hosts of users, that those couldn't be better.

"LITTLE GIFTS"

Would you like a small suggestion for that "little gift" that shouldn't be too much or too expensive, but should preferably be new and certainly pleasant? Here it is! Primrose House has a new dusting powder—a big round box in yellow and coral, and the powder itself has that nice, rather delicate fragrance that characterizes the Primrose House products. Something to put on your list this minute. Also, the Primrose House Chiffon powder is out in a brand-new box that contains almost twice as much of the famous shine-proof powder as the old one, but at the same price.

Another gift that is as pleasant to give as it is to receive is the Floris bath essence which Fortnum and Mason has imported from England. What it does is to soften and perfume your bath water and surround you with an aura of lovely, lasting fragrance. Such refreshing scents as Rose Geranium, English Violet, and Lemon Thyme make it a perfect little gift.

Perhaps you are one of those who always have had an inherent dread of massaging your face, fearful that you might be augmenting rather than alleviating whatever lines and wrinkles exist. Now, for such timid souls, there is a group of fruit-oil preparations which are penetrating and effective enough in themselves to obviate the necessity of either massage or patting. Gladys McCune is their parent, and you will see them in their good-looking containers at the better shops throughout the country, as well as in Miss McCune's New York salon on Madison Avenue.

The preparations are clearly designated as being for oily skins, or for dry or normal skins, so that you can readily select those which will do right by your particular type of skin. In this comprehensive group, however, there are certain preparations that, by virtue of their unusual properties and powers, should be cheered individually. One of them is a cleansing emulsion which supplements its deep-pore cleansing act with one of softening and smoothing that is decidedly gratifying to dry, sensitive skins. Another of the stars is the strawberry cream, as luscious-looking and smelling as ripe strawberries. It's an emollient cream, and its amazing quality is that it liquefies the moment it comes in contact with your skin and does its work of softening the skin and combating wrinkles without having to be massaged in. Its complementing cream, called simply a nourishing

cream, requires no massage or patting, either, and does the same good things for older, more faded skins. A fluffy, greaseless foundation cream, which gives the skin that coveted velvety appearance, and a fine-textured powder also share the honours.

A gift of toilet preparations that even gentlemen most rabidly opposed to self-beautification will welcome is Hudnut's Chevron de luxe kit. Squarish and done in very masculine-looking black pebble leather with a patented slide fastener bounding it on three sides, this kit contains a tube of Chevron shaving-cream, after-shaving lotion (lives there a man who doesn't go in for this sort of preparation in a large way?), and a tin of after-shave powder. In the cover, there's a leather strap to hold his comb, nail-file, and razor securely while travelling. A smaller edition of this kit, in a less pretentious, but sturdy little case, has the same preparations more compactly assembled to stow away in week-end bags. Both of these kits are available at the better shops throughout the country.

We came, we saw, and we were conquered by Emile's artistry and skill in hair-dressing, and herewith we present the reasons for our subjugation. Emile, as so many smart women about town already know, is the guiding genius of a hair-dressing salon in East Fifty-Sixth Street. He creates distinctive, individual coiffures. He is quick and deft in his work, and his assistants are so capable that you are turned out shampooed, trimmed, and coiffed in an incredibly short space of time, which is something, indeed, to remember in these dizzy days before Christmas! Because Emile dislikes elaborately, fussily curled heads, his coiffures, with their beautifully simple lines, are comparatively easy to keep well-groomed in between visits to the salon. And, finally, he gives permanent waves that are triumphs of his expert knowledge of hair texture and colour.

MACHINE-MADE MANICURES!

Newest of electrical gadgets for the pursuit of beauty is an ingenious machine that manicures your nails safely and satisfactorily—and electrically! Everything but the removal of the old polish and the putting on of the new liquid polish can be accomplished by it, and in just about one-half the time that you are accustomed to devote to a manicure. The operator guides the little pencil-like stick with its various attachments for filing and cuticle-loosening and buffing, and there you are, possessed of well-manicured nails without any discomfort or danger of infection, so gentle and safe are the workings of this machine. For each manicure, the operator uses fresh, new pads and disks, and the metal parts of the machine are automatically sterilized, so that the entire procedure is all very sanitary and hygienic. The brain-child of the Stuart Corporation, you can have a manicure with this machine at the better salons throughout the country.

In the Drake Hotel, in New York, there is the establishment of Jeanne, the coiffeuse, one to which many smart ladies go (Continued on page 84)



PINE TREE

TRIANON

FONTAINE

1810

MINUET

If a-hinting you must go...

● Let your personal Santa Claus know about these talked-of beauties! Show him the one you want to start your silver service, or to fill in the pattern you already have.

Minuet, perhaps. A stately Early American with the charm and simplicity of Colonial days. Or Wedgwood — an Adam design in tracery as delicate as fine lace. Or that romantic modern, Empress. Or Gadroon — International's latest —

an authentic reproduction of 18th Century English Gadroon silver.

Whether you expect to be the Lucky Recipient, or plan to delight someone else — you'll want to see these ten. Your jeweler will be glad to show them to you — in flatware and hollowware.

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WALLINGFORD, CONNECTICUT

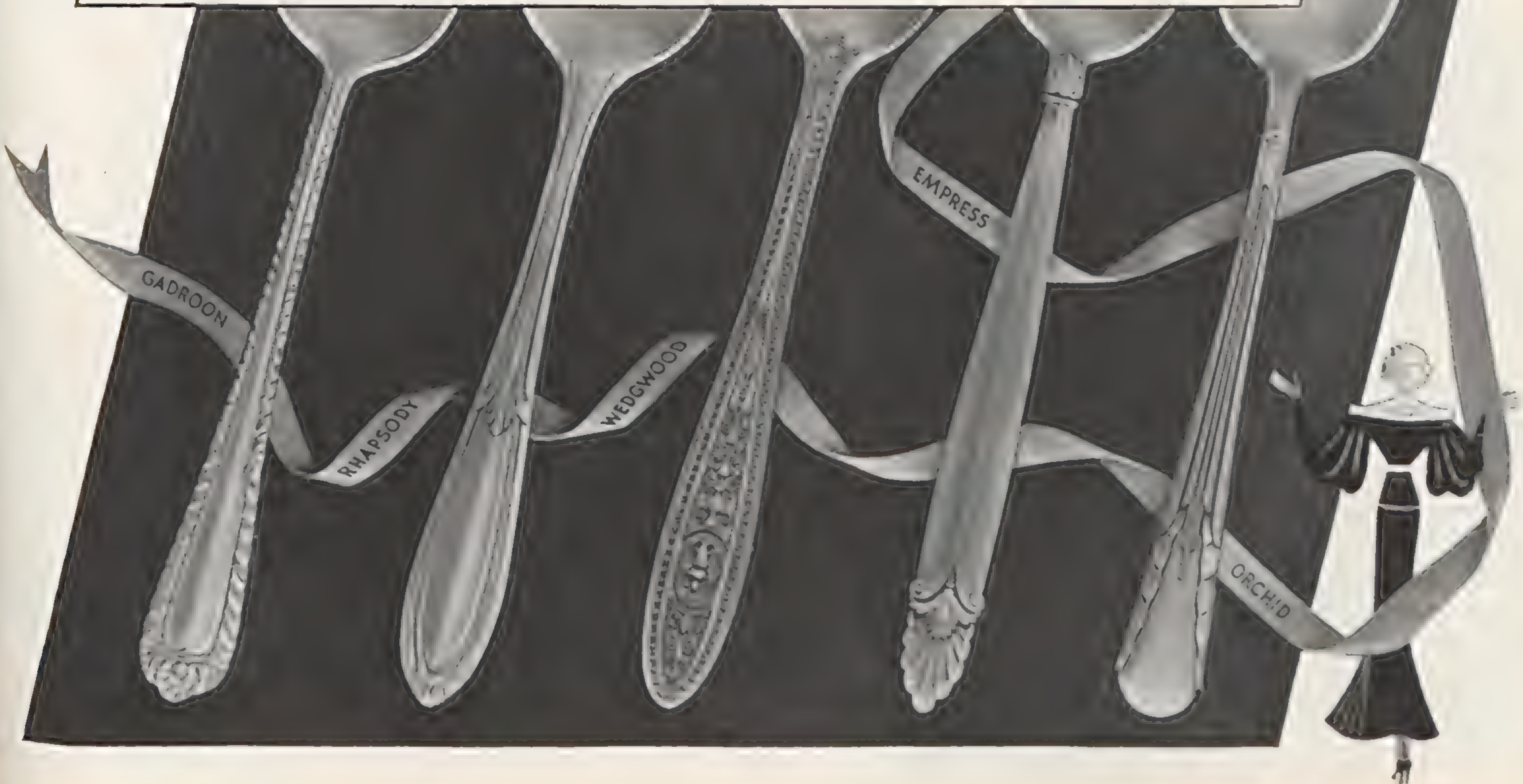
GADROON

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ORCHID





*She brings you England's
Choicest Lavender*



LIQUID LAVENDER . . . TALCUM POWDER . . . SACHETS
COMPLEXION SOAP . . . BATH SALTS . . . DUSTING POWDER
Beautifully packaged in attractive combinations for holiday presentation

POTTER AND MOORE'S
**Mitcham
Lavender**
ESTABLISHED 1749 LONDON

GROVILLE SALES CORPORATION,
501 FIFTH AVENUE, NEW YORK

DESIGNS FOR PRACTICAL DRESSMAKING



If you will turn to pages 72 and 74, you will find the larger-sized front views of these models—afternoon dresses, dinner-frocks, and evening gowns—superlative in line and the last word in fashion

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 82)

to be beautified. And in this establishment is a manicurist, Miss Hassett, known, not only here, but in East-hampton, because of her skill in the general art of manicuring and the enduring qualities of the polish that she uses, and also in the rather special art of making cigarette stains utterly disappear from the fingers of inveterate smokers. And how does she do this? She takes a tube of Bost tooth-paste, no less, and she puts some of the paste on a little brush. Then, she scrubs your fingers, which, presto!—become lily-white. If the stains are very bad, she suggests that you repeat the process at home yourself. And the afterthought of that is, if Bost does that for your fingers, what won't it do for your teeth!

If you are in search of a pure cake of facial soap, another good one has just been put out, by Johnson and Johnson, who, if any one, should give us nice, pure things to put on our faces. This is known simply as Lanolin Soap. That may not mean much to you until you are informed that lanolin is an important ingredient in many ointments, salves, and facial creams, so its presence in toilet soap is distinctly a boon. This Johnson and Johnson soap doesn't seem to dry the skin, it has a pleasant fragrance, it comes neatly put up, and it doesn't cost very much.

To dye or not to dye one's hair—

it's always a question. And why not? No woman wants "dyed hair" in the sense that means artificial-looking locks that have no relation to her own coloring. On the other hand, she doesn't want the streaking and discolorations that all too often come with the approach of greying hair. So, there are to-day excellent coloring processes that give you a remarkable simulation of your own hair colour when it was at its best. One of the most recent of these is Frances Fagan's Tonic for Gray Hair. With this preparation, there is none of this grey to-day and jet-black to-morrow that women of conservative tastes quite reasonably dislike. This tonic works gradually, and almost imperceptibly. During its usage, the hair can be shampooed and sunned in any usual manner. Vogue has seen a head of hair treated this way over a period of months with extremely natural and flattering results. You can buy Frances Fagan's Hair Tonic at Altman and at other shops in New York City, and in other cities, as well.

If you need some cosmetics in convenient small sizes at convenient small prices, you might be interested in trying the Lady Esther preparations. There is a cream that does a double job of cleansing and softening the skin and a powder for which the special claim is that it is entirely free from grit and can't clog the pores.

For people who "have Everything"

Making movies is his new hobby

● He didn't know he'd been missing anything so interesting. He feels quite creative—he presses the button and captures forever the thing that appeals at the moment. In his own home movies. Family, friends, sports and travels are always providing him with fresh inspiration.



She loves to show them

● She can make just as good movies as he can, because it's really the camera that does the trick for both. And looking at the pictures on the screen—the record of her growing family, the far-away scenes brought home—is entertainment that never grows old.

Here are the little actors in the play

● No question about it, the children win out as the stars of home movie dramas. What could mean so much to parents as these vivid action records? And you should hear the children chuckle at their own performances on the screen.



CINE-KODAK "K" is so simple, so versatile, that the beginner really finds himself an expert. It takes black-and-white movies indoors or out. Even at night. And movies in full natural color. Your dealer will gladly show you samples on his screen. Fine metals and luxurious leather distinguish the "K" and proclaim its excellence. Loads with full 100 feet of 16 mm. film. Price (case included) from \$110. Eastman Kodak Company, Rochester, New York. If it isn't an Eastman, it isn't a Kodak.

Ciné-Kodak "K"
Eastman's finest movie camera

500 PEOPLE IN SCIENTIFIC TESTS END COLDS IN HALF THE TIME

You may benefit by what they
proved—Pepsodent Antiseptic
fought off colds—cut time
lost from colds in half.

Recently an interesting test was brought to light new facts about the. Scientists found that the antiseptic and to spray with makes an as to how many colds you have makes a difference as to how long. These scientists took a group and observed them closely for. Here are some of the remarkable covered.

A cold will last five days on Pepsodent Antiseptic is gargled of a cold is cut to two days— from a cold were saved.

Many of the group who Antiseptic had no cold for months. The number was greater than among the with other antiseptics or salt water. This is the first test

tistics were and even constantly reduced from complete general told that in a very good had. It is said that fore the conference tomorrow, is the board of three by the own would



*Now \$1 equals \$3
when fighting colds*

Pepsodent is 3 times more powerful than other leading mouth antiseptics. Hence it gives you 3 times greater protection—gives you 3 times more for your money.

THE test of any antiseptic is: *Will it work?* How effectively Pepsodent Antiseptic "works" is now on official record. Tests on 500 people give science convincing proof of what Pepsodent offers you in fighting winter colds.

Five hundred people were divided into several groups. In fighting colds some gargled with plain salt and water—some with other leading antiseptics—one group used only Pepsodent Antiseptic.

Those who used Pepsodent had 50% fewer colds than any other group.

What's more, those using Pepsodent Antiseptic, who did catch cold, got rid of their colds in half the time.

What convincing evidence—

what remarkable testimony. Here is a clear-cut example of the extra protection that Pepsodent Antiseptic gives you.

Know this about Antiseptics

Take note! When mixed with water, many leading mouth antiseptics *cannot* kill germs. Pepsodent Antiseptic can and does kill germs in 10 seconds—even when it is mixed with 2 parts of water.

That's why Pepsodent goes three times as far—gives you 3 times as much for your money—makes \$1 do the work of \$3. Don't gamble with ineffective antiseptics. Be safe. Use Pepsodent Antiseptic—and none other. Safeguard your health—and save your hard-earned money.



PEPSODENT ANTISEPTIC

WHY NOT TRIPOLI?

(CONTINUED FROM PAGE 46)

From Syracuse, a weekly express line makes the crossing to Tripoli in twenty-four hours, but the three-day boat that stops over at Malta (home of Knights and cats) is generally favoured. Here, you have a whole morning in the eminently neat and British port of Villetta—ample time for trudging about in search of history and atmosphere; and for the welcome chance to buy American cigarettes for what they actually cost—which is a comfort, even if one does have to smoke them all before landing on Italian territory, where cigars and cigarettes seem to be the only items in your luggage that rouse custom officials to life and duty.

As for the air-minded, they will, of course, fly to Tripoli, boarding an excellent sea-plane at nine-thirty in the morning from the Roman port of Ostia. Luncheon is served at Syracuse (after a half-hour's call at Naples), and you reach Tripoli in time to see a fantastic sunset and have iced drinks or late tea served on the veranda of the Grand Hotel.

WINGS OVER SICILY

I never realized how many temples the Greeks had built in Sicily until I had a bird's-eye view of them; and a first glimpse of the ruins of Leptis Magna, east of Tripoli, which seem to rise as if by magic from the surrounding sands, is ample compensation for the somewhat monotonous sea flight.

CEa, the present Tripoli, is the only modern survivor of the *tri-polis*, three cities which the Phœnicians founded on the North African coast. The other two, Sabratha and Leptis, suffered destruction at the hands of the Moslem invaders and have for centuries rested under golden sand-dunes. They have only recently come to light and are in such remarkable state of preservation as to be more impressive than Pompeii, although the art works belong to a later period and are lacking in Grecian sobriety, particularly as far as the statuary is concerned.

A Roman arch and Roman columns can be seen in the Arabic streets of Tripoli, while the archeological-minded tourist can easily follow on the footsteps of the Roman legions by visiting the ruins along the coast and travelling as far as Ghizra in the desert. Arches, tombstones, aqueducts, and water dams, still partially in use, give evidence that this enterprising people ventured into the region "where lions live," as their charts quaintly assert, probably in search of gold, which they knew to abound in Africa.

Even without venturing far into the Libyan Desert, there is plenty to be done and seen around Tripoli. The city has about sixty thousand inhabitants, of which about twelve thousand are Italians. Most of the trade is handled by an interesting group of Jewish merchants and silversmiths, who speak a Spanish dialect and are among the oldest inhabitants of the city.

The Grand Hotel compares favourably with most resort establishments and is the centre of the social life of the colony. It is extensively used by the foreign residents, such as the Governor-General and his staff, as well as by the officers serving in the colonial army and their families. It has tennis-courts,

a shaded garden, and terraces, which are popular for dancing, as well as dining.

The Government House is also located in Tripoli, and the doors of its shady gardens and Arabic courtyards are, from time to time, thrown open in honour of Italian and Arabic notables, as well as for the entertainment of visiting foreigners.

The sea-front is named for Count Volpi di Misurata, who, as first after-War governor of Tripolitania, was actually responsible for putting the colony on the map as far as tourists are concerned. He promoted the excavations of both Sabratha and Leptis Magna, built the hotel, and started the military roads along the coast, which ensure peace to the colony and easy communication with such distant points as Mesurata and Garian.

Count Volpi left Tripoli to become Minister of Finance, he visited America for the Italian War debt settlement, and, after having retired from political life, he devotes most of his time to the direction of one of the largest public utility concerns in Europe. He occupies palatial residences in both Rome and Venice, but Tripoli has remained one of his foremost interests. He has purchased and redecorated a large villa there, which is today one of the finest residences on the North African coast. Every year, he spends several weeks in Africa, always lengthening his stay and taking a personal interest in the development of his own land concession in Mesurata.

Since Count Volpi's day, the agricultural progress and economic equipment of Tripolitania has grown considerably, receiving their impetus from military men such as General Emilio de Bono and the present Governor-General Pietro Badoglio. While the latter won signal distinction in the World War, he is now proud of his achievements in the fields of irrigation and dry farming. It is his one ambition and dream to have at least two hundred thousand Italians make their home in the North African colony.

ITALIAN COURTESY

Although museums and archeological sites are open free of charge to travellers, a letter of introduction to Professor Giacomo Guidi, curator of fine arts, is well worth the effort of securing it. A charming man who has visited the United States as a lecturer in Columbia University, and seems to speak all languages, including Phœnician neo-Punic, he will conduct visitors through the museum housed in Tripoli's Venetian castle, and he will tell them the story of Septimius Severus, the boy from Leptis who made good in Rome and became an emperor.

Professor Guidi is responsible for the reconstruction of the Roman arches of the amphitheatre in Sabratha, which lies west of Tripoli and is within an hour's motor ride on an excellent road. One day is sufficient for visiting the site, seeing the museum, and the huge mosaic floor, and there is also time for a glimpse of the neighbouring tuna-fishing stations, where Sicilian owners and fishermen are developing a prosperous industry. (Continued on page 102)



ENCHANTMENTS FOR SALE!

The perfumes of

H O U B I G A N T



A key to the fragrances

1. **ESSENCE RARE** — Magnificence and royal splendor — \$8.25 to \$150.00.
 2. **AU MATIN** — "Dawn," the freshness and fragrance of a Spring morning — \$5.50 to \$22.50.
 3. **LE PARFUM IDEAL** — Worldly sophistication for the connoisseur — \$2.20 to \$16.50.
 4. **QUELQUES FLEURS** — "Many flowers," perhaps the world's favor-

ite perfume — \$2.20 to \$30.00.

5. **BOIS DORMANT** — "Enchanted woodland," alive with charm and mystery — \$5.50 to \$11.00.

6. **FESTIVAL** — The perfume of gaiety. New favorite of Continental society — \$5.50 to \$27.50.

7. **ETUDE** — The essence of Music expressed in perfume — \$25.00 to \$45.00.



Quarter-Ounce Flacons of Houbigant Perfumes (Nos. 2, 3, 4, 5 and many floral odeurs), at \$1.10.

Holiday Gift Boxes of popular Houbigant toiletries, from \$1.65 to \$10.00.



This Sunday Night Knit

ASSURES ANY NIGHT SUCCESS!

No matter *how* dully domestic you may actually have been all day long, when you slip into this delightful frock you will look—yes, and *feel*—as if you had just breezed in from watching the polo, or from quite the smartest, gayest cocktail party in town... A frill Boucle Knit—the fluffy, lacy blouse has that smart, new “off-the-shoulder” effect of Chanel’s. Elbow sleeves. The lacing of the hand-crocheted neck ties at your left shoulder in a saucy bow. There’s a knotted-at-the-side scarf to swing dashing behind you... Stunning—and most moderately priced.

Sold in New York City by LORD & TAYLOR’S “YOUNG NEW YORKER SHOP”

In Chicago by MARSHALL FIELD & COMPANY

And by Smartest Stores in the United States and Canada.

MARINETTE



Sunday Night Knits

MARINETTE KNITTING MILLS, MARINETTE, WISCONSIN

VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 80)

out in the open air, free for inspection.

“I’m No Angel” is extremely funny. It is well directed and perfectly photographed. Not for the kiddies, to be sure, but for all adults with a sense of proportion and the faculty to indulge in good belly-laughs.

- Vicki Baum’s play, “A Divine Drudge,” will undoubtedly be closed by the time this appears. In spite of Mady Christians’ serene beauty and intelligence in the title rôle, the piece was too thoroughly unpleasant and dingy to survive. Walter Abel, whom you see rehearsing in the picture on page 65, had a thankless part; an unfortunate successor to his excellent performance in Rachel Crothers’ hit of last year, “When Ladies Meet.”

- To switch abruptly to the social side of theatre life, the Algonquin Supper Club opened with a resplendent bang. The small room, with its dingy Corinthian mouldings, was crammed with celebrities, all there

presumably to pay homage to Clifton Webb and Marilyn Miller. Constance Collier was toastmaster, sitting at a table with Dwight Fiske and Webb. At another table sat Dorothy Gish with William Powell. The Brock Pembertons and the Lawrence Langners were together. Marion Tiffany Saportas in emerald-green ostrich feathers danced with Maury Paul (Cholly Knickerbocker, no less). The Richard Aldrichs had a party. Little Peggy Conklin of “Pursuit of Happiness” danced about. The Wasserman-Fania Marinoff contingent was there. Ilka Chase. A very tall languid blonde called Beaton, who is said to be the hit of the forthcoming Ziegfeld Follies because she snaps her garters in a dance. The Countess de Vogüé. And so on. Head-dresses much in evidence. Also many dinner-hats, one or two with yard-long ospreys that tickled all within a radius of six feet. It was a merry sight. MARYA MANNES

SOUTHWARD HO!

(CONTINUED FROM PAGE 63)

cottons, and flannel are perfect materials for them.

- Look out for materials, by the way—they’re more intriguing than ever this year. Everfast’s new red and navy-blue ribbed piqué is a knock-out in an everyday dress at Peck and Peck. And very soothing to the eye is McBratney’s new checked linen in navy-blue and natural colour, used for a suit at Altman. Challis is a great material now. You’ll see its old-fashioned sprigged flower designs in quaint colour combinations like grey-and-red—and in suits and dresses for day, and in amusing young evening dresses.

- Flannel is a Southern belle this year: for shorts and pants in that dull Tyrolian-green—in white for golf dresses—in grey for skirts and pants, where the addition of pale baby-blue makes it irresistibly attractive.

- Keep your eye peeled for velveteen in plaids and in pale off-colours, in jackets and coats over crêpe dresses.

- Save your hot colours for the beach, anyway—that’s what they’re made for. Away from the sands, stick to dull soft colours, muted shades of blue, pink, and yellow. They look surprisingly new this year, especially in light-weight wools. We hate to mention navy-blue and white, because it sounds so trite, but there’s no getting away from it as one of the best combinations yet invented. Another chic mating is yellow and white. And natural linen looks refreshing with brilliant accents of blue-green or bright red.

- Shirting dresses and blouses can not be too severely masculine. The more like Brooks Oxford men’s shirts the materials are, the smarter they are. There’s a grand golf dress at Abercrombie and Fitch, of shirting—checked in green, red, and white.

- Now for coverings. Over your Southern-going sports clothes you’ll very probably wear a loose white chinchilla coat or one of the new Forstmann tweeds in an exotic pale banana colour that looks appetizing and cool in the sun.

- Capes, too, have great dash. Swing over your bathing-suit a short white chinchilla cape from Bloomingdale’s. It comes to just above your knees and fastens on your left shoulder with a knobby button of chinchilla. With your white or natural linen dresses, wear a three-quarters length navy-blue cape, like Mrs. George Percy’s on page 62.

- Beach hats are very flopsy-mopsy in linen, and turn back like a sou’wester. You can tie them under your chin and feel coyer than a candy-box cover. Little-girl shapes in hats look well on the beach—shallow, round crowns and wide brims, trimmed only with cotton cords. John-Frederics is making amusing knit hats in natural colours with peaked crowns and funny Mexican shapes. His hoop hat of printed cotton with a wired brim is enormous and becoming when worn, and a fold-up gadget in the trunk.

- Among the best Southern shifts in town is a striped seersucker dress at Lord and Taylor, in red and blue. It looks very fresh and is inexpensive to boot—tailored, high-necked, with a widish belt.

- You will see seersucker in a red-and-green plaid in a tailored dinner-suit at Best’s. It is amusing looking and belongs to casual Southern evenings on land or sea.

- Provocative touches on linen and cotton dresses are hand-knitted belts in bright colours—braided cotton cords—at Lord and Taylor. There are big square handkerchiefs of white linen with printed French sailor hats in red and blue, at Macy’s.

- Foulard suits are very eye-taking in albrick-red and yellow plaid—at Altman’s. The Norfolk jacket has yellow frogs clambering across the chest.

- A sleeveless, almost backless, dress in natural linen at Bloomingdale’s is a good idea. You can wear it over a one-piece bathing-suit on the beach or transform it with a big hat and new flat-heeled sandals into a more formal costume for luncheon.






Preview of

HELENA RUBINSTEIN'S BEAUTY CREATIONS for 1934

Again Helena Rubinstein sets the fashion in beauty creations! Here she presents the smartest, most captivating Powders, Rouges, Lipsticks and Vanity Ensembles for the coming season!... Resist, if you can, these tempting accessories to your beauty... distinguished bridge prizes... ideal Christmas, birthday and bon voyage gifts!... Inspired by Paris and originated by the world's supreme specialist in beauty! Enchante Bath Powder de Luxe—a marvel of fineness and fragrance. Fleshtoned! In silver lustre glass, 2.50.  Enchante Twin Powder Set—Two new editions of Helena Rubinstein's famous three-dollar powder. In two universally becoming shades: Rachel and Peachbloom. Unusual value. Set, 2.00.  Miniature Lipstick Ensemble—three chic lipsticks—to suit your moods and your costumes. Striking Red Poppy, smartly conservative Red Raspberry, vivacious Red Coral. A whole chapter on beauty! . . . 1.25.



Water Lily Vanity Ensemble—chic double vanity and the

new Water Lily Automatic Lipstick in silvertone or goldtone cases. Vanity contains Helena Rubinstein's compact rouge and loose powder. The lipstick itself is superb! In three of Helena Rubinstein's thrilling reds. Complete, 3.50.  Rainbow Vanity Set—enchancing circular double vanity and automatic lipstick in goldtone and green cases. Vanity has deep well of loose powder; compact rouge. Lipstick is typically Helena Rubinstein—in three of her fascinating reds. Complete, 3.00.  Helena Rubinstein's Gift Set de Luxe—ultra-smart! Six treasures of loveliness in a handsome red and silvertone case: Enchante Bath Powder de Luxe, Enchante Twin Powder Set, Water Lily Double Vanity, new Water Lily Automatic Lipstick, Iridescent Eye Shadow in Blue-Green and a marvelous new Mascara in Blue-Green; an enchanting shade for all eyes. Complete, 10.00.  Pick-Me-Up Beauty Kit—complete salon treatment. Nine preparations. Waterproof case.

Helena Rubinstein's Beauty Creations available at all smart stores and at the Salons—Prices subject to change without notice.

helena rubinstein

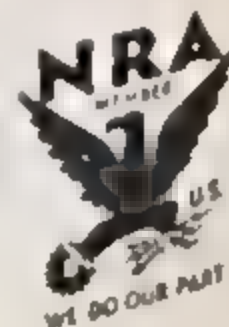
8 EAST 57th STREET, NEW YORK CITY
LONDON • PARIS • BOSTON • CHICAGO



SOMETHING

to remember you buy

● Here are the almost perfect gifts... so smart and gaily colorful you forget their downright utility... with a promise of long and cheerful service which sets them apart from gifts of the moment. You will find Martex Bath Sets at any good department store or linen shop, priced from \$1 to \$10. Whichever you choose will have the deep, luxurious texture—the delicious, soft touch to the skin that has always meant Martex. And it will be woven with the special underweave which is the secret of Martex extraordinary long life, making the gift of Martex Bath Sets truly something to remember you by. *At left—* from top to bottom, Luxor, Barbadoes, Rondo, Luxor, Wellington
Sears Co., 65 Worth Street,
New York, New York.



MONOGRAMS COURTESY MOSSE, INC., N. Y.

MARTEX bath towels • wash cloths • bath mats



SHOP-HOUND'S TIPS ON CHRISTMAS STOCKINGS

THERE are so many alluring stockings this winter—from cobweb illusions to sturdy deceivers—that, to save you bewilderment, we classify the kinds according to the feminine entity to whom you're giving them. Otherwise, you're bound to lose your head listening to sales girls' blandishments. So here goes:

FOR THE FRIVOLOUS AND INVETERATE NIGHT-LIFER

- Kneelast is Vanity Fair's contribution. Lastex subtly banded above the knee lets you bend and even crawl with no damage done. About \$1.65 at Wanamaker's.
- Proper stockings, at Altman. Breath-taking for evening wear. Shown in a new rose-beige shade for after dark. So filmy that they don't cast a shadow. Price, under \$3 a pair. Stunning stocking boxes covered with tie silk, under \$4 for the box.
- Belle Sharmeer, at McCreery's. Fifty-one gauge (which means that they are ultra-gossamer), for the highly fastidious. About \$1.65 a pair.
- Gordon Ne-Flex stockings, with Lastex woven in at the knee. The strain is so evenly distributed, the Lastex put in so cunningly that you never know it's there until you need it. Equally good for pacing the street and pacing the nightclub floor. About \$1.65 a pair, at Bonwit Teller.

FOR TALL GIRLS AND WORKING GIRLS

- Gotham Adjustables, at Franklin Simon. As near fool-proof as any stocking can be—and adaptable to any length of limb because of the sectional top. About \$1.15 a pair.
- Phoenix stockings, at Stern's. Long-mileage silk. Reinforcement made fashionable. Wide range of colours, of which the Gibson Girl "Tandem" is a sure winner. From about \$1 to \$2.
- S. V. M's stockings known to fame as "Komfy Top" are a big help to the harassed last-minute shopper because they come in chiffon and service weights and every colour called smart. About \$1.50 a pair at Lord and Taylor.

FOR BRIGHT GIRLS WHO NEED DULL STOCKINGS

- Rograin stockings, at Best's. Sheer to the disappearing point, but the run-stop at the toe makes them wear—and wear. In the new colours. About \$1.65 a pair.
- Kayser "Gossamer," at the Kayser stores. Complete range of colours and weights, from sports to speakeasies. From around \$1 to \$2.

FOR THE NON-DARNING FEMALE

- No Mend stockings, at McCutcheon's. Ideal for the woman who shies in error from a darning-needle. In celestial colours. About \$1.50 to \$1.75 a pair.

FOR THE ORIGINAL-MINDED

- Van Raalte's "Checkers," at Gimbel Brothers. Clear, pure silk right up to the knee, then woven in lacy checks from the knee to the top. Adds charm, as well as stretch. About \$1.50.

FOR THE SERVANTS IN THE HOUSE

- Any of these brands. Give service-weight if you want to, but it is very likely that they're more accustomed to wearing chiffons than you are.



To prove it, we present three sisters, triplets; yet total skin strangers. The skin of one is Dry; another, Oily; while the skin of the third is Neutral. Why? The answer lies deep in the third skin layer, where cluster the sebaceous glands. These sisters cannot use the same soap. They, like you, require one of the three types of Pall Mall Soap...personalized for the special character of the skin.

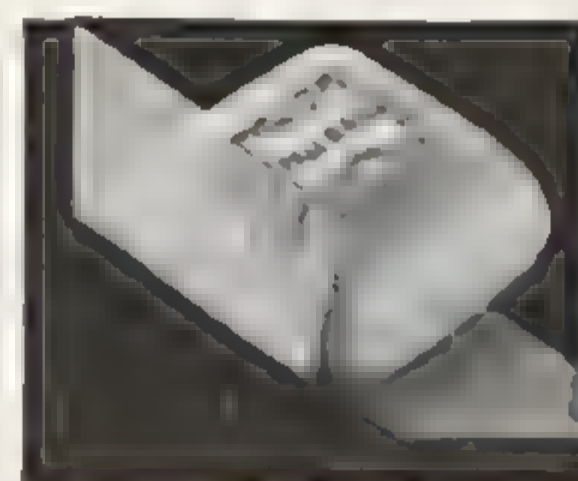
DRY SKIN... indicates a weakness of the sebaceous glands in the third or fatty layer of the skin. The glands fail to secrete enough oil to lubricate the epidermis. The cause may be diet, wind, sun, absorbent cosmetics. The result is faded, lifeless, prematurely wrinkled skin to which powder fails to cling. Ordinary soaps irritate Dry Skin. Instead, use Pall Mall



Savon Coquet, a normalizing soap, especially blended to cleanse, lubricate and make supple the texture of a skin that's Dry.



OILY SKIN... proof that over-stimulated sebaceous glands are flooding a surplus of oil out through the pores over the skin. The result is enlarged pores and coarsened skin upon which powder streaks and blotches. Ordinary, heavily fatted toilet soaps aggravate Oily Skin. Use Pall Mall Savon Cheri. It will normalize, cleanse without coarsening,



gently flush impurities from the pores, purify and refine the skin's rough or pebbled texture.



NEUTRAL SKIN...normal sebaceous glands, their delicate balance undisturbed... skin soft, supple, youthfully pliant, petal textured, exquisitely toned. Cherish Neutral Skin. It's rare. Guard it, not with harsh toilet soaps, but with Pall Mall Savon Castile, compounded of the world's purest, costliest ingredients...



an unadulterated soap, purest of cleansers... pore-penetrating and bland.



"I had dry skin for years...the result, no doubt, of weight reducing diets. My skin was parched, lifeless, wrinkled. Powder would not adhere. Ordinary soaps proved irritating. Since I have used Pall Mall Savon Coquet my skin is velvet soft, normal in every way. And my make-up clings for hours." —Miss E. M. C.

PALL MALL

PERSONALIZED SOAPS

The Bath Size, Three Cakes, One Dollar—Complexion Size, Four Cakes, One Dollar Obtainable at all the best stores. If your dealer cannot supply you, send \$1.00 indicating your skin condition—Dry, Oily, Neutral—and we will forward you, postpaid, a full size box of Pall Mall Personalized Soap. State bath or complexion preference.

PALL MALL INTERNATIONALE, CHICAGO

What can make Smarter Gifts?



Gift set of Utica Percale sheets and pillow cases, beautifully hemstitched.

Pair of Utica Percale hemstitched pillow cases, in stunning gift box.

Yes—that is the trouble with buying Utica Percale sheet and pillow case sets for Christmas gifts. Once you see their shimmering whiteness and feel their silk-like texture, you will want to keep them for your own use. So we warn you in advance—purchase at least one more set than you expect to give away . . . If you do not know the name of the store in your city handling Utica Percale sheets, write us direct. Utica and Mohawk Cotton Mills, Inc., Utica, N. Y.

UTICA PERCALE SHEETS

THE FEEL OF SILK — THE STRENGTH OF LINEN



ABOUT THE PICTURED PRESENTS

(CONTINUED FROM PAGE 57)

N stands for Nice, which is a thoroughly inadequate adjective to describe the modern clock made of chromium with red or blue or black enamel, with an open face, in the middle of page 44. Neither is it sufficient to sing the charms of the gold sports watch below it—grand for wearing with sports clothes, complete with flexible bracelet. And as for the gold bracelet—well, it has a string of charms that are enamelled International code flags, and when you think what messages a girl who knew her way around codes could send with a flick of her wrist—it's *very* interesting. All of these objects come from Brand-Chatillon.

O stands for "Oh, look what I got!" Silver foxes, no less. A big muff of the tails, mounted on black satin, with a purse-pocket inside, perfectly suitable for either day or evening wear. Revillon are the people who have this.

P is for Panting, the thing ladies are doing for the coral bed-jacket made of shaggy velvet, at the lower left on page 44. It's imported, also in pale blue or white, and can be got at Kargère's. It is the kind of thing that makes you so attractive when you're sick that you sort of hate to get well. The white satin nightgown is Pretty Perfect, too, looking as it does Practically like an evening dress. You can also get it in flesh and blue, and you go to Saks-Fifth Avenue for it. As for the mules, they are two-toned in any two colours you pick on. They have square toes and heels, and the big trick is that the tongues are continuations of the vamps. Also from Saks's's's.

Q is for Quite the most divine luggage that has yet met the eye, shown here in green leather, but also to be found in blue and red, with modern brass clasps. Both suitcase and hat-box are extra-small and form a perfect set to take with you on week-ends. From Saks-Fifth Avenue again.

FOR HIM

R is for let us Resume, picking up the story on page 45. First, ladies and gents, we come to something quite unique and very covetable in the way of a Malacca stick from Dunhill's, which has a lighter in its silver head. Personally, we should like to see the sight of a nice young man lighting his cigarette from the top. The Dunhill pipe features a change of stems (which fit into a "pipe glove")—a short one for his short moods, a long one for his long moods. Or something.

S is for Striped Suspenders—much as we would prefer to call them braces, all must be sacrificed to making things fit this alphabet that we started out with. They are from Tripler's and sport a new kind of attachment for hitching on to the pants, very subtle; also an adjusting device at the back, as well as the usual buckles in front.

T stands for Ties, and That's That. These are of patterned wool, from

Brooks Brothers, and we have it first-hand from our Male Tie Expert that they are very hot soup. Thus you are safe in picking them out for your young man and escaping that fearful ultimatum—"No woman can buy good ties." The foulard handkerchiefs come from the same illustrious source and are to be found in every pattern and colouring known to man.

U stands for Upsydaisy, Let's See Your Socks. Brooks Brothers will sell you these very sportive patterned wool socks, and also the crocheted string gloves,—if we may suddenly shift from one extremity to another—wool lined or unlined, which, besides their classic use in the hunting-field, come in very handy and feel very good any wet day.

V is for Visions of pigskin floating through his head on the Night Before Christmas. All men spend about a sixteenth of their time itching for belongings made of pigskin. So why not give the little man a break, huh, why not give him the small pigskin overnight bag, or maybe the large pigskin suitcase, which has hangers inside and shoe compartments and such? You can find either one of these bags at Mark Cross's, and the larger bag is to be had in English russet cowhide, as well as the pigskin.

W is for Ways to a man's heart, which have hitherto fallaciously been supposed to lead through his stomach. This is not true. Men have aesthetic sensibilities, almost like real people. An aesthetic way to a man's heart is illustrated in the Royal Doulton pitcher in a limited edition of five hundred. It is known as the MFH and can be bought, along with an impressive document giving the number of the pitcher, at Abercrombie and Fitch's, who also have such pitchers in the Drake and Shakspeare motifs.

X is for the Xhaustion which comes over anybody who tries to think of words that begin with X. Be that as it may, under the heading of X, you will find a singularly attractive Indian cashmere knitted sports shirt with quarter sleeves and a polo collar, with a sleeveless V-neck pull-over to match. Besides the pretty wonderful colours illustrated in the sketch on page 45, you can get the works in grey trimmed in blue, and all this is to be had at Tripler's.

Y is for Yellow bathrobe, made of narrow-wale corduroy and wearable practically anywhere—beach, bath, house, and what have you except a formal dinner-party. It's cut like a polo coat and has white pearl buttons and patch pockets and an all-round belt and lots of things, and you get it at Abercrombie and Fitch's. They also sell the plain bright blue silk pyjamas and the felt-lined blue leather slippers so appetizingly illustrated on the same page.

What, no Z? And so she died. (Descriptions continued on page 92)



WILLIAM & MARY STYLE



Christmas Gifts

Additional pieces of Sterling to complete one's table service make the happiest of gifts. A half dozen Cream Soup Spoons. More Dessert Forks . . . which *she* needs so badly. Or Salad Forks. Or Coffee Spoons. Perhaps a Cold Meat Fork or a Sandwich Plate. There is such an infinite range of choice—and gifts at prices which will fall blithely within any limits you may have set.

Whatever you choose in these lovely TREASURE patterns will be right—and charming. Each piece a work of superb craftsmanship, something really fine, to be treasured in all the days to come!

You will find Rogers, Lunt & Bowlen silver at any of the better jewelers. But if you will write and tell us the name of the pattern you desire to match we will gladly send direct to you, by return mail, a Price List and Catalogue. Address Dept. A-16.



ROGERS, LUNT & BOWLEN CO.
Silversmiths GREENFIELD, MASS.



CORONET DIRECTOIRE GRANADO MARY II EARLY AMERICAN PLAIN ENGRAVED ADAM WOOD VERNON GRABBS

ABOUT THE PICTURED PRESENTS

(CONTINUED FROM PAGE 90)



DRINK

- All ready for the big liquor page, ladies, page 46, and No. 1 on same is a large bottle of good old champagne—Heidsieck Dry Monopole.
- No. 2 is a champagne glass from Corning, beautifully engraved.
- No. 3 is a fantastic and magnificent four-part liqueur bottle.
- Nos. 4, 5, and 6 are liqueur glasses of a very superior kind, with crystal bowls and emerald-green bases, from Libbey.
- No. 7 is a glass to drink brandy out of, as brandy should be drunk—in short, an inhaler that helps you breathe in the well-known bouquet—and the glass is from Corning.
- No. 8 is the brandy itself, Hennessy's X. O.
- No. 9 is a bottle of real, real, thank God it's real, Martini and Rossi vermouth.
- No. 10 is Benedictine.
- No. 11 is some Old Gran-dad Whiskey.
- No. 12 is an Old-Fashioned glass, with an engraved pattern, in which to hold the whiskey. From Libbey.
- No. 13 is a glass with a cut pattern, to drink the Benedictine out of—also from Libbey.
- No. 14 is a glass with small bubbles showing in the crystal, to drink Martinis out of, made of the Vermouth herewith illustrated. This, too, from Libbey.



FOOD

- Turning to page 47, *Lieblings*, you will encounter a whole page full of food, and what food, and what a success you would make if you gave it to somebody you were trying to impress, for Christmas!

- Starting with the whitish mass top left (1), you will see what is a large and thrilling cake from Schrafft's, decorated with startlingly realistic roses, which can be had in fruit-cake, pound-cake, or Dundee cake, according to your order.
- Nos. 2 and 3 are tiny chests of tea of the very most special kinds, from Fortnum and Mason.
- No. 4 is an assortment of practically everything in the store, from Fortnum and Mason, just to give you an idea of what they can work up. It includes Hymettus honey, strawberry jam, assortments of biscuits, and jars of savoury pastes.
- No. 5 is a box of Luxuro chocolates and home-made bonbons in a mirrored box, very smart, and, inside, very *appetitlich*, from Schrafft's.
- No. 6 is a box made of cork and filled with marvellous candy from Schrafft's—also Luxuro chocolates and home-made bonbons.
- No. 7 is what the Vendôme has to offer in the way of a pretty hot box of assorted thingummies—caviar, pots of Stilton soaked in Port, or Edam in Sauterne, and all sorts of cocktail biscuits.
- No. 8 is a box of Alice Marks' nougat, special for big nougat-eaters.
- No. 9 is a china jar of Ming Tea from Steven Leeman Products.
- No. 10 is Macy's own importation of Stilton cheese.
- No. 11 is Macy's divinest marrons.
- No. 12 is Macy's most ambrosial honey.
- No. 13 is a sweet little roasted capon that the Maison Glass will sell you.
- No. 14 is a round box of mouth-watering imitations of strawberries—candy with marshmallow centres—that come from Longchamps.
- No. 15 is a box of Whitman's famous Prestige chocolates.
- No. 16 is three kinds of Italian salami, which you can get at the Maison Glass.
- No. 17 is an hors-d'œuvres tray, ready filled, from Alice Marks.
- No. 18 is a substantial box of pecans from Maison Glass.
- No. 19 is a mushroom box from Alice Marks, filled with special Almond Crisps.
- No. 20 is a box of Whitman's Glamour chocolates.
- No. 21, and last, is a box filled with sugared nuts of every kind from Maison Glass.

ONE TO TEN DOLLARS

Let us now turn in a body to page 48, on which are illustrated presents of a beautiful and desirable nature, and all, all, each, for under ten dollars. It's a proper sort of Christmas present that looks like a million dollars and costs less than ten—or need we tell you that?

- In the group at the top of the page are such things, readily recognizable, as a wire frame for a mirror, which would look amusing in a country house. And so cheap! From Macy's.
- Then, there are those sweet checked boxes, which are also made in green or in red checks, to give an air to any present you put in them. At Lord and Taylor's. (Continued on page 94)

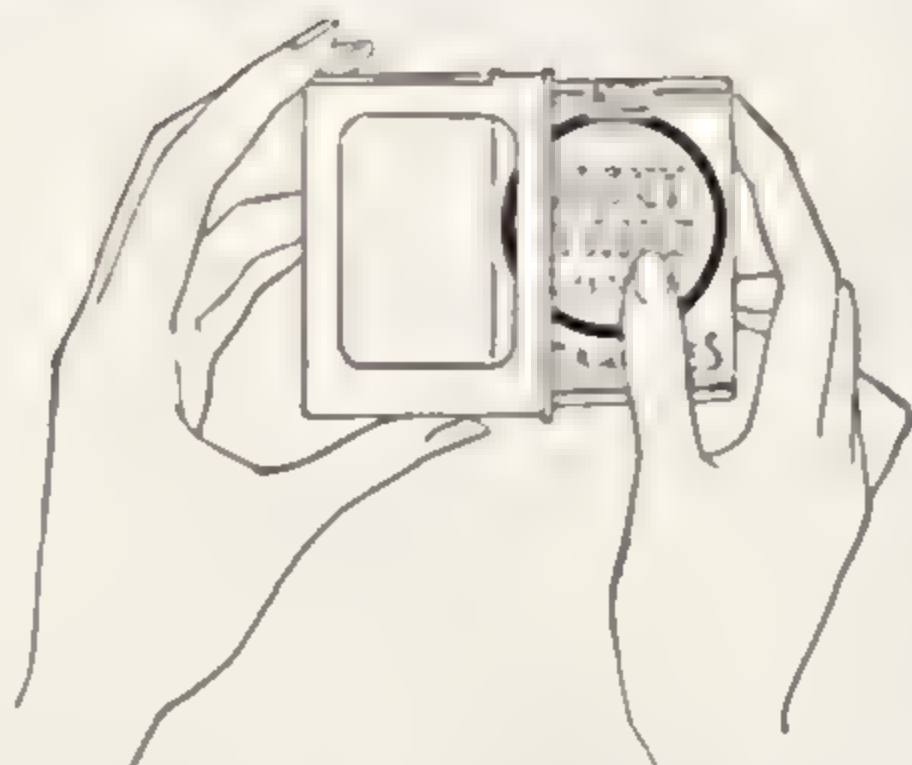


PAKUTTER

IDEAL XMAS GIFT

- This fall an entirely new sort of cigarette case was introduced to super-critical New York. The instant and sensational success of the PAKUTTER is your guarantee that here at last is the practical, economical smoker's necessity.

What are the features of the PAKUTTER? Its hidden and protected blade cuts neatly through cellophane and wrapper and leaves your cigarettes intact. No more fussing and tearing in opening your pack. No more breaking of exquisite fingernails... PAKUTTER not only prevents damage to cigarettes but also keeps them fresh in their cellophane wrapper—the last cigarette as fresh as the first—and eliminates all loose tobacco from your pockets or handbag.



- 1 Slide your unopened pack into the PAKUTTER. The hidden blade in the top instantly cuts through cellophane and wrapper.



- 2 Press the button and the pack is open.



- 3 Place finger under pack and there are your cigarettes.

Read what they say about the PAKUTTER!

HARPER'S BAZAAR: "PAKUTTER is the neatest trick of a long time..."

COUNTRY LIFE: "Good news for the smoker. It is called PAKUTTER. Press the button, the top flies open, and you push up a cigarette. Clever, what?"

\$1.00

Standard model, bright nickel.

De Luxe model with colored enamel top, \$1.50

If your dealer cannot supply you, write to

NATIONAL AUTOMATIC CONTAINER CORPORATION

230 PARK AVENUE

NEW YORK



**as presented by WANAMAKER'S, New York,
with the special caution: "Wash lingerie
with IVORY FLAKES"**

If pretty lingerie is your weakness, you'll have a gorgeous time in Wanamaker's. See the tempting fashions above! You can look elegant in a satin nightie (1st girl) or romantic in the "Song of Songs" (2nd girl). You can frou-frou in a "Lady Lou" slip with a lacy jacket (4th girl). Or lounge in negligees of satin or crepe that satisfy your love of lace (3rd and 5th girls)!

But don't let your attention wander when Wanamaker's tells you how to keep them fresh and lovely. "Use Ivory Flakes and lukewarm water!" A very practical advice! It saves lots of grief! Buyers know the danger of using even slightly



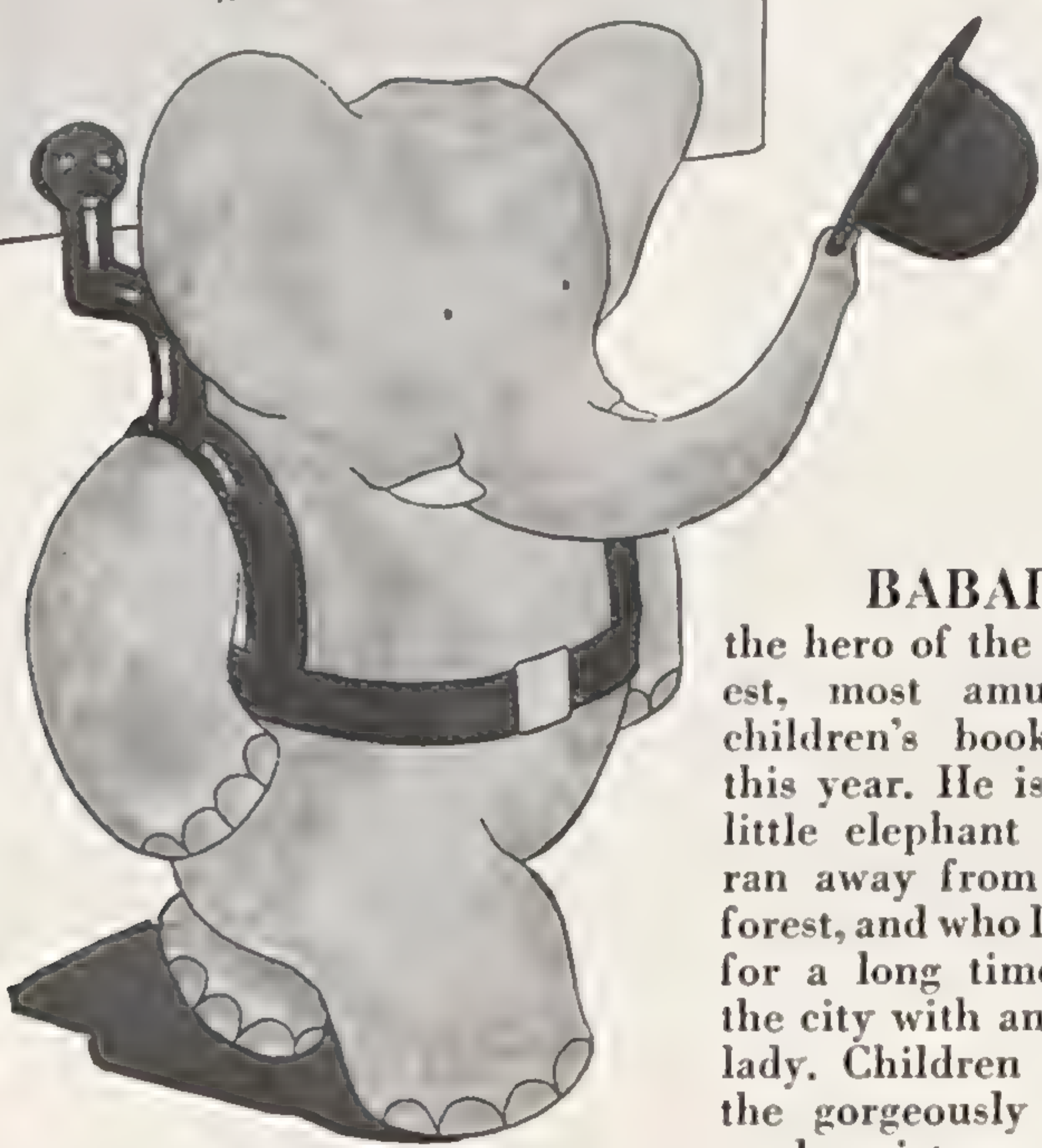
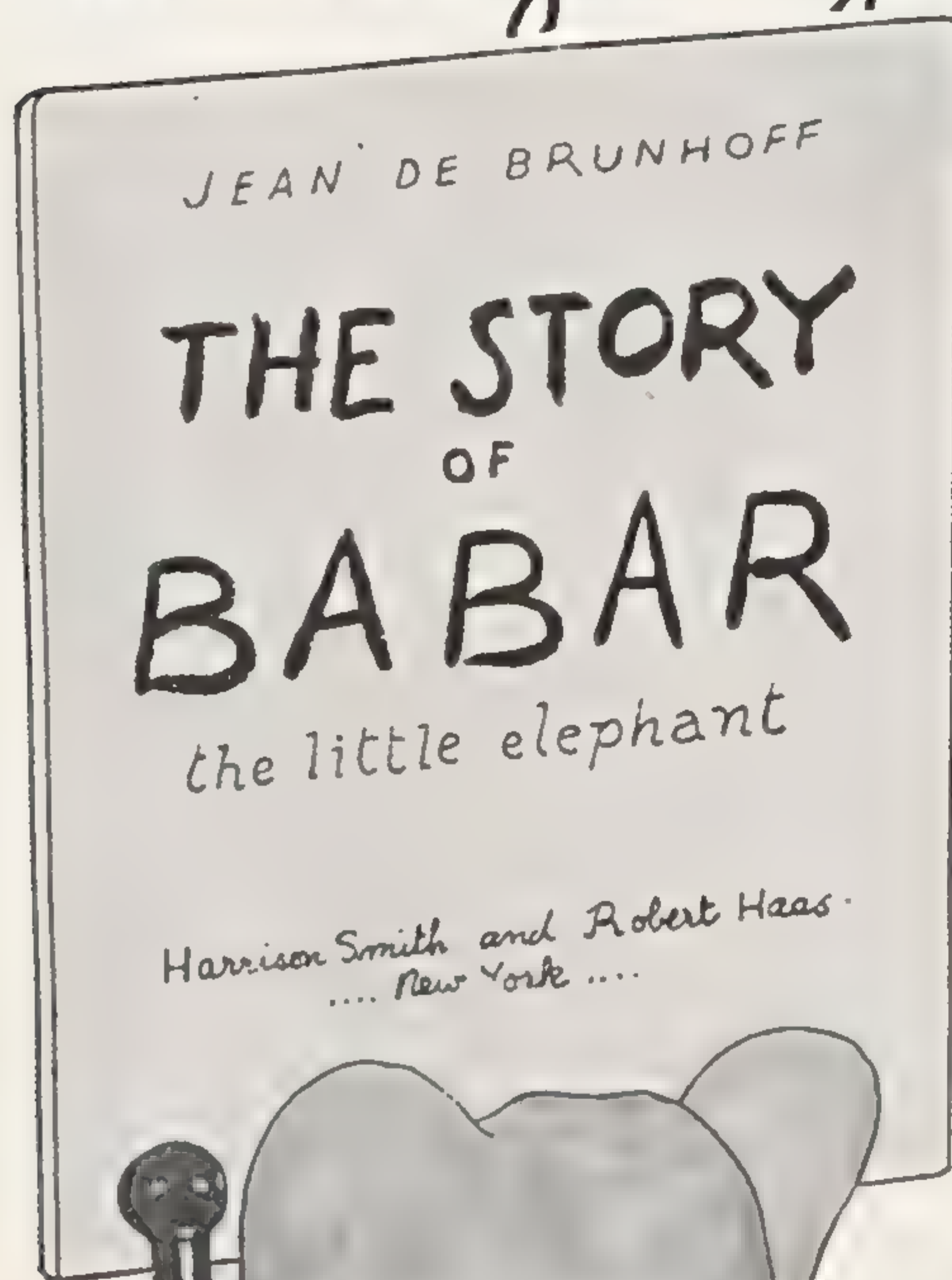
**Today's safest and
biggest value in
fine fabrics soap
99 44/100 % Pure**

too-strong soap flakes. Colors go—silk is dulled. Only pure gentle soap will keep silk like new. That's why salespeople favor Ivory.

In case you haven't sharpened your eyes, let us remind you that Ivory Flakes are *curly* flakes of pure Ivory. They don't take their sweet time about dissolving—like ordinary flat flakes. Ivory Flakes do not mat onto silk, like those "other" soap flakes. The danger of soap spots and fading is gone!

The best comes last! Compare boxes, weights and prices—and you'll see that any other fine fabrics soap costs too much. Ivory Flakes comes in bigger boxes that give you *more* soap!

Babar,
the king of the elephants,
will delight your boy
or girl!



BABAR is the hero of the gayest, most amusing children's book of this year. He is the little elephant who ran away from the forest, and who lived for a long time in the city with an old lady. Children love the gorgeously colored pictures of

Babar driving his automobile, or riding up and down in the elevator; and they read with delight the simple, graphic story of how Babar finally became king. Translated from the French of Jean de Brunhoff, **THE STORY OF BABAR** will captivate your boy or girl as it has enchanted the fifty thousand French children who already own it. Use the coupon below to bring your child the hours of pleasure to be found in this great children's book. Mail the coupon today.

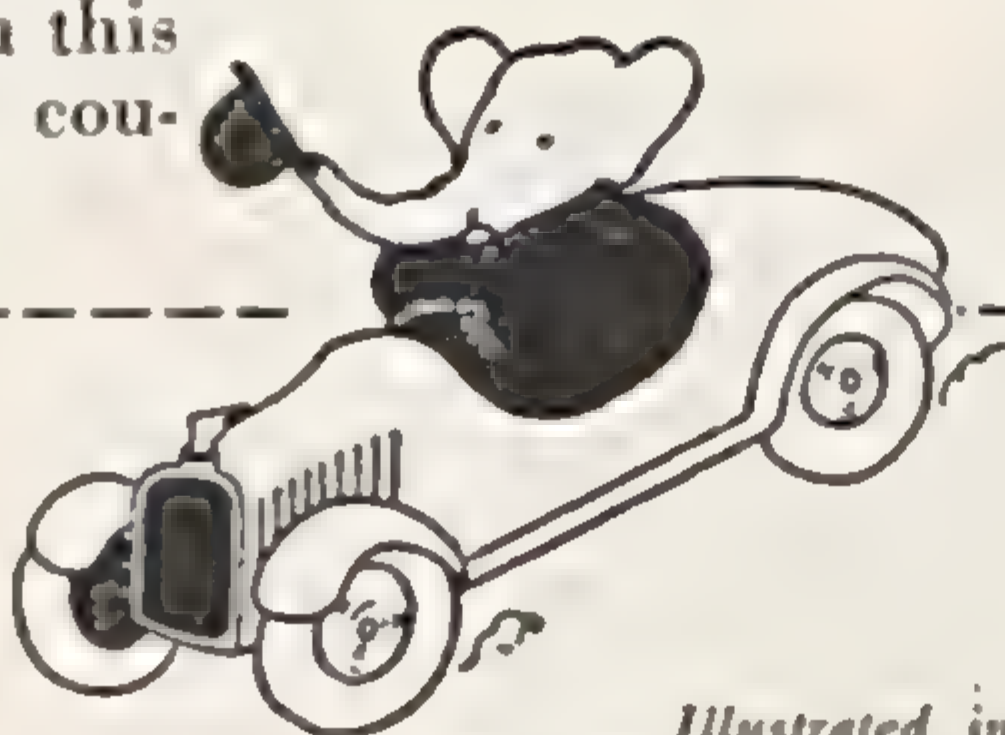
HARRISON SMITH and
ROBERT HAAS, Inc.
17 East 49th Street, N. Y.

Please send me — copies of **THE STORY OF BABAR**, by Jean de Brunhoff. I enclose remittance of \$3.00 per copy.

☐ (or) Send C.O.D. ☐

Name _____

Address _____



Illustrated in
five colors by the au-
thor. Size 10 1/2" x
14 1/2", price \$3.00.

ABOUT THE PICTURED PRESENTS

(CONTINUED FROM PAGE 92)

- The rug underlying everything is a tufted one with fringed ends, measuring 38 inches by 20 inches and obtainable in all the better bathroom shades. You could put it in your bathroom in town or in a country bedroom. It comes from Olivette Falls.
- For any one you want to impress with your taste, we strongly advise the Marlene Dietrich records hinted at in the sketch—"Mein Blondes Baby," "Ja So Bin Ich," "Allein in einer Grossen Stadt," and "Wo Ist der Mann." The Gramophone Shop has them.
- The modern cocktail shaker is made of non-skid silver-plated metal and has a top that fits on tumblers, glasses, and such. From Franklin Simon.
- The large brown picnic basket would make an appealing and nostalgic present to your summer friends. It's about 14 inches deep and 24 inches long and comes from Macy's.
- Last in this group is the touching little pink top sheet and pillow-case for a child's bed, with appliqué soldiers in red, blue, and white. From Maison de Linge.

Group No. 2, ladies, at the bottom of page 48.

- First, we have a hot little number, a blue scarf with fringed ends, imported, and yet so cheeeep, from Best.
- Next to it is a pretty amusing little red-and-green checked wool waistcoat and cap, from Anne Crosby.
- Then, we recommend as a present such a skirt length of swell tweed as that lying full length under all the other objects, in mustard colour and obtainable at Brooks Brothers.
- The thing that looks like a gold piece is really a stocking box, confusing as that may be to you. You get it from Peck and Peck, and three pairs of evening stockings, adding up to under \$8, or six pairs of day stockings for around \$8, are enclosed.
- Then you must pay careful attention to the knitted baby bonnet with a scarf attached, from Lord and Taylor, which is made in millions of different colours and is a God-given inspiration for winter sports.
- The horizontally striped sweater-blouse comes from those old innovators, Peck and Peck.
- Then, you will see a pair of solid colour blue knit gloves, from Best, which you could easily purchase along with the blue scarf to make a set.
- And last of this group is the tiny black suède dinner-purse with a rhinestone clip clasp, which is the kind of thing people with black dinner-dresses go mad wanting. From Peck and Peck.

ONE TO TEN DOLLARS

Now we come to page 49, which carries on the great tradition of presents under ten dollars. The top group is divided into the following tidbits.

- In the exact middle of the group, a bath-mat of rubber sponge, with a great fish made into it, measuring 20 by 30 inches and costing a teentsy-weentsy little bit of money at Wana-maker's. This bath-mat was designed by Carl Hollem.
- Then you will espy a pair of specially sheer evening stockings, in an attractive box, which delights the recipient to the tune of less

than, \$5, through the agency of Best.

- At the left in the group is a long-sleeved pink night-shirt nightgown, which you will find at Saks-Fifth Avenue.

- The thing vaguely reminiscent of a cocktail shaker is really a container full of powder for your bath, which you get, along with the initials of the person you're giving it to, for around \$1, honest. At Saks-Fifth Avenue.

- The white fuzzy-looking slippers are divinely flat and comfortable, made out of white bunny. From Best.

- The box at the left holds small round soap balls called "Savonnettes," from Elizabeth Arden, and very pleasing to receive.

- And the red-and-white-striped thing is a handkerchief made of crêpe, from Lord and Taylor.

- The last group of the around-ten-dollar presents, at the bottom of page 49, includes such tidbits as a silver bonbon dish in a poppy design, from Brand-Chatillon.

- The ice- or sugar-tongs in silver cost under \$3, from Lambert Brothers.

- The green wire flower holder to put inside a flower bowl holds tall flowers well and makes them into interesting groups. From Wanamaker.

- Next, you will observe a red velvet vanity-case, which has space for powder and a round flat mirror. It costs around \$1 at Saks-Fifth Avenue.

- The vanity-case next to it is made of red-and-white satin and has a zipper to keep it together; very chinoiserie-looking and emanating from Bendel's.

- The clock illustrated is the best-looking inexpensive clock we ever saw; it is as flat as a powder-case and is made of dull black enamel with a modern face and a metal stand. You carry it in your purse by day and set it by your bed by night, and it costs less than \$3 at Lord and Taylor's.

- Next comes a divine, long white enamel cigarette-case, which holds twenty cigarettes. From Franklin Simon.

- Up above is a green enamel and gilt lipstick and vanity-case, chic as anything and coming from Helena Rubinstein's.

- Then you will see a silver almond dish shaped like a child's porringer, for less than \$2, from Ovington's.

- The mustard-pot next to it is made of silver and lined with blue glass, and it comes from Black, Starr and Frost-Gorham.

- At the bottom of the group is another set for making up—this time of enamel, lipstick and vanity, costing less than \$2.50 and found at Rose Laird's. You can also get this in black-and-white.

- The last of all the ten-dollars-and-less presents is the set of cocktail napkins of pink linen with red-and-white polka-dots, marvellous; from Mosse.

BOTTLES TO BUBBLES

On pages 50 and 51, we find a conglomeration of everything. Plain as a picture-book, it should be easy for you to recognize from the descriptions forthcoming which is what, and realize the far-thinking astuteness of Shop-Hound who picked these presents for you. (Continued on page 96)

WALLACE

STERLING

Say what you will about gifts, sterling silver of the Wallace sort remains the gift supreme. If you want to spend just a few dollars, consider the new Normandie mirror . . . or a comb and brush . . . or a set of all three at only \$30.00. They are shown at the left. But if you're thinking of a more elaborate gift...a chest of Normandie tableware or a tea service. The total can be as impressive as you wish. The Wallace line is so inclusive that you can have the satisfaction of sending this finest of sterling, whether your gift be small or costly.

Perhaps you have never realized that for only \$46.85 you can buy a Normandie "starting" silver service for four . . . which includes 4 knives and forks, 8 teaspoons, 4 soup-spoons, and 2 tablespoons. Less than \$190 buys an eight-course service of 108 pieces for a dozen people.

Pieces of Wallace Sterling Hollow Ware can be bought for less than \$5. A lovely Normandie bon-bon dish is \$6.50 . . . a child's porringer is \$7.50. In other words, the jeweler near you who carries Wallace Sterling offers you a complete array of gifts for men, women, and children.

WALLACE SILVERSMITHS, WALLINGFORD, CONN.

Antique

Normandie

Georgian Colonial



ABOUT THE PICTURED PRESENTS

(CONTINUED FROM PAGE 94)

• At the top of page 50 are two silly Lamps for a child's room, about 10 inches high, and the thing you must realize is that the faces of the dolls are the electric bulbs. These come from Lord and Taylor.

• Below is a rust coloured velvet Bag from Mrs. Franklin's, Inc.—something that would delight a lady who likes to carry the world around with her. It's quilted with gold hobnails.

• Below that, a knitted cardigan with a thick, round, high neck and metal buttons going straight down the front, from Alfred Dunhill of London.

• Up at the top again, you will see a Bird-cage made of glass and painted metal, measuring about 20 inches long. To be found at Ovington's.

• Below are three different kinds of knitted Gloves. You can wear any of them either in the country or right in town. One is brown and quite short, with yellow and orange bands; the next, dark blue with red perforated dots on the longish cuffs; the third, also long-cuffed, but with green-and-yellow plaid all over it. All three of these come from Best.

• Below the gloves is some very grand Lavender Water made by Mitcham's. From Bonwit Teller's.

• Up again at the top are Two Cases, the upper one of brown suède, a travelling-case for holding jewellery, with innumerable pockets, and procurable at Alice Marks; the lower made of alligator, for cigarettes, with gilt metal edges and (if you choose) gilt initials, from Best.

• The Luggage underneath is: first, an airplane suitcase as light as a rather heavy feather, in beige with red and green stripes. And the little red leather case is for a lady's golf-balls, having as it does plenty of special space for lipstick, cigarettes, and such. Both of these things from Fortnum and Mason.

• Just below is a Jacket made out of paillettes, the rage of this season, in silver to wear over an evening dress. The triangular paillette Scarf could go well with either an evening or a day dress. Both from Bonwit Teller.

• Next, on page 51, the picture called Wooden Things is of a cigarette-case, a key-ring, a clip watch, a ring, all made of wood, and a pair of cuff-links of wood and metal. All from Bergdorf Goodman and all divine.

• The Two Belts are both brain-children of Schiaparelli. One is made of brown suède with flat, square silver buttons; the other, of red leather with a modern kind of a black and red globule clasp. These two copies can be had from Altman.

• The Cigarette Bag is made of tweed and is about 12 inches long with a compartment in the front, which holds twenty cigarettes. From Miss Penn.

• The Two Decanters have pink and white enamel signs hung around their necks, which can, if you choose, be bought separately from MM Importing Company.

• The Linens shown are a country luncheon set of beige linen with bold stripes in red and blue. You can get the cloth and six napkins from Mosse.

• The Fish Bubbles are glass bubbles in different colours and sizes, to put into your fish-bowl to make it look especially nice. From Rena Rosenthal.

• The Baskets at the upper right are raffia ones in Mexican colours—bright greens and reds—which are lovely for fruits on the breakfast table or for tea-cakes. From the Arden Studios.

• The Game is a new one called Pelota, which is considered very hot soup in Havana right now and which you can buy at Fortnum and Mason's with full instructions.

• And last of these pictures is a Bridge Set, for travelling, about 18 inches long, of red leather, and holding a green bridge-table cover, two decks of cards, pads, pencils, and everything you could need except maybe a fourth. From MM Importing Company.



J IS FOR JEWELS

Now we come to the joolry, the really elegant stuff picked out regardless.

• Page 52 is devoted to all sorts of jewellery from Tiffany and Company, and any one of which would make a fine present. We will begin with No. 1, at the upper left, a pair of earrings—lovely, dangling ones with large carved emerald drops embellished with round and fancy-shaped diamonds.

• No. 2, which is just below it, is a diamond necklace like one in a fairy-story, with round and baguette diamonds and carved emeralds.

• No. 3, the ring, has a diamond cut like an emerald with pentagon-shaped diamonds in the mounting.

• No. 4 is the wristwatch at the bottom, and it has twelve emerald-cut diamonds, six emeralds, and many little square-cut diamonds.

• No. 5 starts the centre row and is a pair of little clips for the ears, made out of diamonds and rubies.

• No. 6 is a bracelet, wide, with diamonds cut in the baguette, pentagon, and round shapes, and five big rubies.

• No. 7, up at the top again, is a large brooch made all of round and fancy-shaped diamonds, with a ruby centre.

• No. 8, which comes next to it, is a bandeau to wear in your hair in the evening. This is set with diamonds.

• Coming to No. 9, we have another bracelet, this one a diamond bracelet of the loveliest sort, being set with nine large emerald-cut diamonds and a band of square emeralds.

• No. 10 is a clip brooch of diamonds with a cabochon emerald in the middle of it, and No. 11 is, most interestingly, a hatpin with a carved emerald centre and a framing of fancy-shaped diamonds. (Continued on page 93)



Best & Co.

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CHOSEN BY *Schiaparelli*

This delightful frock for cruise wear is made of Ombraycot, the very fabric used by Schiaparelli in her collection. Other Ameritex-Sudanette fabrics chosen by Schiaparelli are Chin-Chin, a Chinese damask, and Piccaray, a crossbar pique.

Of course, all three of these fabrics are Sanforized-shrunk to safeguard ship-shape lines. They go into the washtub without a trace of shrinkage.

See them in smart frocks at Best & Co. and leading stores in other cities. Look for this tag when you buy.

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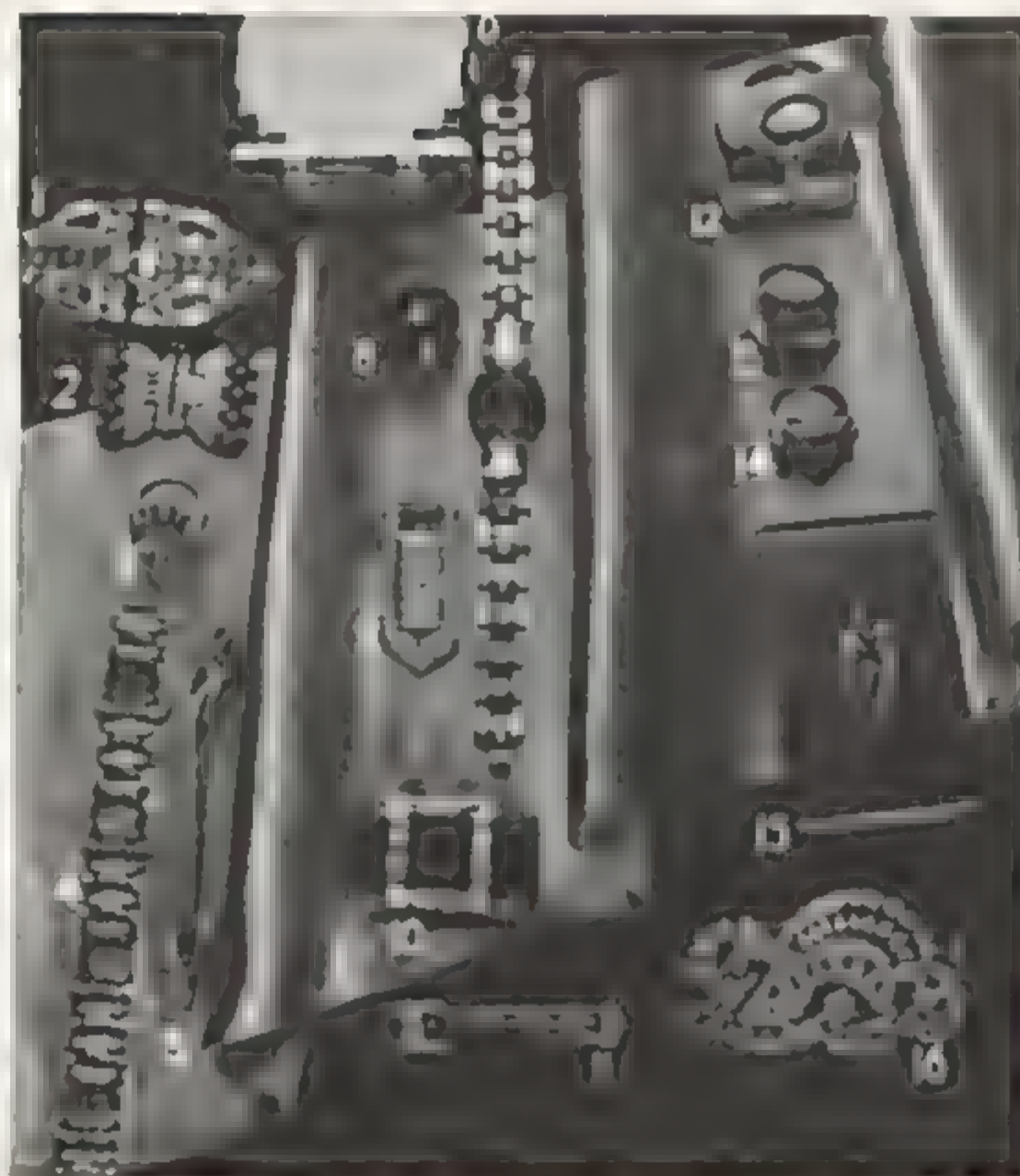
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ABOUT THE PICTURED PRESENTS

(CONTINUED FROM PAGE 96)



E IS FOR ELEGANCE

You will notice that page 53 is divided, like Gaul, into three parts. The strip leftmost shows jewels from Black, Starr and Frost-Gorham, and, just to make it all clear as day, we have numbered everything off.

- No. 1 is a kind of clip-buckle made of ten emeralds, thirty-eight baguette diamonds, and one hundred and eight round diamonds, which is fantastically versatile and can be used as a brooch, a pair of clips, or a buckle, besides making a big effect in its own right.
- No. 2 is a diamond and ruby clip-brooch, which can also be split up into its component parts—made of platinum with rubies and diamonds.
- No. 3 is a carved cabochon aquamarine, set in a platinum ring, with the astounding total of six baguette and twenty-six round diamonds.
- No. 4 is a carved emerald and diamond bracelet, also of platinum with five emeralds and two hundred and seventy (count 'em) diamonds.
- And No. 5 is a very special scarf-pin with eighty-one diamonds in it and great cachet, not costing so much as you might think.

- Next, we come to the Cartier column, the middle column on the page. The top object is No. 6 and is a gold cigarette-case that women would give their eyes for, with paved sapphire ends and platinum-mounted motifs of round and baguette diamonds; the four corners ornamented with five sapphires and one square diamond, besides a sapphire opener.
- No. 7 is a bracelet marked by a huge cabochon sapphire with two big pear-shaped diamonds. The links are of baguette diamonds and sapphires.
- No. 8 is a cabochon sapphire ring adorned with baguette diamonds.
- No. 9 is a clip-brooch-watch that serves the grand old purpose of getting a lot of use out of your jewellery. Of lapis, diamonds, and turquoises.
- No. 10 is another watch, a more definitely watchy watch, of striped enamel and gold, with a white enamel bezel and Roman numerals of blue enamel and gold, corners of green enamel, and blue enamel push pieces—one of those eclipse watches with a dark face.
- No. 11 is a little topaz and diamond barrette for your hair, very sweet, with black enamel on either side, a paved diamond end, a hinge of paved diamonds, and three stick topazes.

• The third strip on the page shows jewels from Mauboussin, and the

things illustrated are, beginning with No. 12, a tiny (very tiny) boudoir clock made of an agate base ornamented with jade and lapis lazuli, with the face enclosed in a piece of divine carved jade set with diamonds.

- No. 13, just below, is a wonderful ring of carved coral and carnelian.
- No. 14 is another ring, with a huge lump of Russian lapis lazuli cut in a most unusual fashion.
- No. 15 is a vanity-case of gold lacquered in warm red, with a jewelled ornament containing diamonds, opal, rubies, onyx, and amethysts.
- No. 16 is a romantic-looking hair-ornament with diamonds set in platinum.



H IS FOR HOSTESS

• Above the sly caption, H is for Hostess, on page 54, you see a fine conglomeration of objects designed to make a hit with any hostess. No. 1, for instance, is a portfolio of ten excellent reproductions of modern paintings, with an introduction by John Becker. All in a black fabric case, and all but one of them in the actual size of the original. From John Becker's Gallery.

- Nos. 2, 3, and 4 are blown-glass animals—a bear, a spotted gazelle, and a mule. They are from seven to nine inches long. Rose Cumming has them.
- Nos. 5 and 6 are some more animals, this time of carved teak-wood, designed by Alice Decker, a duck and a penguin, from Rena Rosenthal's.
- Nos. 7 and 8 are two Burmese lacquered plates, black-and-gold and red-and-gold, and a finger-bowl in black-and-gold, from Gerard's.
- No. 9 is a deep brown porcelain flower bowl, lined in brilliant gold, 9½ inches in diameter, from Elsie de Wolfe.
- No. 10 is a blue glass "Morning-glory" bowl from Ovington's.
- No. 11 is a breakfast dish in two parts, with, underneath, a hot-water compartment. It's a Georgian design of silver, from Di Salvo Brothers.
- The drum-like object is No. 12, a waste-basket, which is covered with dark blue leather with white silk cords. From Blanche Storrs.
- At the right on the same page is a group from Elsie Cobb Wilson, the decorator, comprising Nos. 13, 14, 15, 16, 17, and 18, which are respectively, a mirrored glass ash-tray; a square white leather lamp with a white taffeta shade; a match-box covered with lizard skin and a cigarette-box of the same; a mirrored glass jardinière, holding flowers; and the low, circular table made of holly. (Continued on page 99)

ABOUT THE PICTURED PRESENTS

(CONTINUED FROM PAGE 98)



L IS FOR LASTING

- On page 55, you will read the touching sentiment—L is for Lasting—and lift your eyes into the picture just above, which is of a group of things that the lucky recipient will always love you for.
- No. 1 is a cocktail shaker and tray, all made of chromium plate with smart black bands. The glasses on the tray have enamelled patterns in bright colours. You get these pleasant gifts at McCutcheon's.
- No. 2 is a leaf-shaped ash-tray of a pottery wildly green, from Elinor Merrell's.
- No. 3 is a bar-table on wheels, made of bird's-eye maple. It has two deep compartments, one at each end, and three shelves in the middle, and the top of it comes off like a tray. This marvel is to be had from Rena Rosen-thal's.
- No. 4 is a pair of silvered crystal obelisks, which are ornaments for either table or mantelpiece, from the Corning Glass Works.
- No. 5 is a lacquered black urn-shaped lamp, with more glamour than seems possible, having a shade made of crimson rough silk over its two lights. This can be found at Blanche Storrs.
- No. 6 is an amusing Viennese colour-print framed in silvered wood. You get this either singly or in a set of four at Gerard.
- Nos. 7, 8, and 9 are polished fruit-wood cigarette-boxes, made by the whimsical manufacturer into the shapes of apples and pears. They have enormous style. You can get them from Alice Marks.
- No. 10 is a silver fruit bowl from Black, Starr and Frost-Gorham, filled with wooden fruit lacquered white (11) and studded with the quaintest motifs in copper—stars, rosettes, and so on. This fruit is from Rena Rosen-thal.
- No. 12 is a silver sandwich plate, with a moulded edge, to be found at Ovington's.
- No. 13 is some lovely glasses, hexagon shaped, and coloured black and gold, which come from the Arden Studios.
- No. 14 is a little silver bowl for salad dressing, having the most fetching handle yet seen—it comes from Macy's.
- No. 15, and last, is an enormous cushion of modern white cotton with a red ball fringe, which you go to the Pillow Shop to find.

OH, BOY!

Now we come to page 56—toys, no less. Maybe modern educators won't approve of all of them, but Christmas is no time to go Montessori Method. Anyway, the children will love them. (They've been tried out on adults, too, in the usual tradition.)

- No. 1, from F. A. O. Schwarz, is a shiny red tool-chest that holds everything a boy needs to make simple furniture, ship models, and such, except lumber—which you had better attend to quickly if you value your own furniture.
- Rounds of felt strung on copper wire is somebody's bright idea for the widgets shown in No. 2, from Best. You can count on them to hold any obscure pose.
- Käthe Kruse (and Lenci) go right on making the most beautiful dolls in the world. This, No. 3, is said to be the Only Doll in the World with straight hair, and you can wash its face. Seventeen inches of charm, from F. A. O. Schwarz.
- No. 4 is a fat rubber baby, tubbable, and fool-proof against dear, but destructive baby hands, discovered at Altman. (They call it "My Darling," but don't let that throw you off.) The babee reclines in a cradle that plays "Rock-a-bye Baby" at the slightest provocation, provided by F. A. O. Schwarz.
- Nos. 5 and 6 are two of the silliest animals in the shops, an absurd yellow towelling lion and a green giraffe with a leer; both from Saks-Fifth Avenue.
- No. 7 is good old-fashioned stuff, thank heaven. If it's educational, you'd hardly notice it. A magnificently equipped Punch and Judy show with ten hand-puppets, all the props, and a book of plays. You will find this at F. A. O. Schwarz.
- No. 8 is a bunch of books personally selected from our vast knowledge of child psychology. Handsome tomes with first-rate art work, all full of charm. *Heroes and Heroines* and *Kings and Queens* illustrated, and profusely is the word, by Rosalind Thornycroft, are rhymes for better British children that Dutton had the sense to bring to the States for you. *Draw Animals!*, by A. Best Mangard, is for that talented child of Elsie's who has been drawing on the nursery walls again. Published by Knopf, with tracing-paper in the back of the book for original work. These three books were found at F. A. O. Schwarz, and these two at Beacon Book Shop: *The ABC Bunny*, with lithographs by Wanda Gág, sort of combining alphabet book and Peter Rabbit, while retaining the best features of both. In rhyme, and published by McCann. Last: *The Story of Babar*, bless his elephant heart. This Jean de Brunhoff masterpiece is available in English or French now, and is *quelque chose* either way. Other volumes available in French if the little ones are howling for a sequel. Harrison Smith and Robert Haas publish the American version for households without benefit of mam'selles.
- Now, No. 9, to keep the little ones amused and tidy. Bright, fat, wooden letters (Continued on page 102)



Dunhill's new Town and Country Shop presents this distinguished tweed coat with Broadtail Persian collar.

THE set of the shoulder, the line of the Broad-tail Persian collar, the clean-cut look of it . . . all are unmistakably "Dunhill" in spirit but universal in appeal . . . The black tweed town coat covers a frock of imported plaid tweed . . . They form a distinguished ensemble—but each may be purchased separately.

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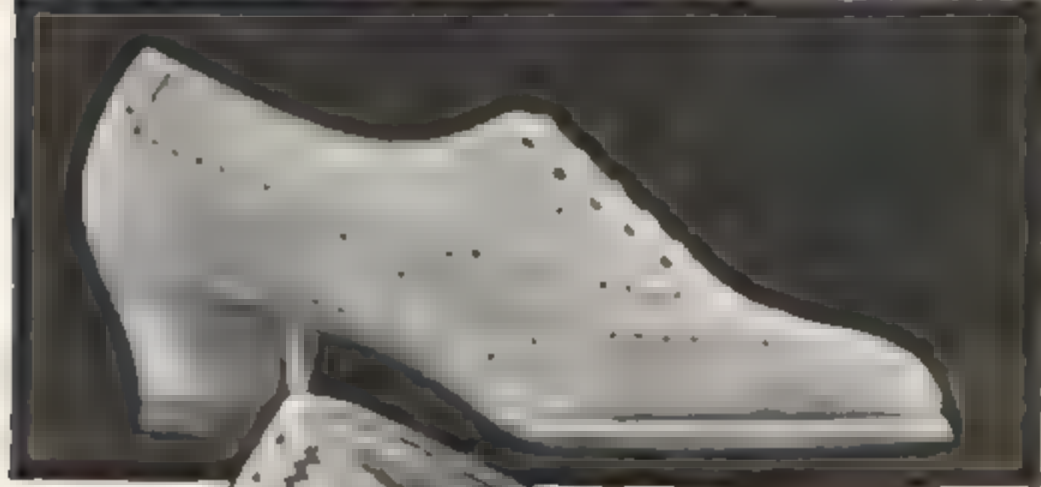


Talk about indispensable! If you are lucky enough to be going South or cruising somewhere this winter you will have more use for a pair of these all-white Arnold Authentics than any shoe you can buy.

Wear it with the detachable kiltie tongue when you are afield or ashore. Wear it without when you are dressing a bit more formally. Either way it's a grand style and, thanks to its Glove Grip construction, as comfortable as can be.

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PRICE \$10.50
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ARNOLD authentics

LONDON-PARIS HOP

(CONTINUED FROM PAGE 36c)

Lavery, and all the rest of the first nighters and important villagers present.

There is nothing in the world that corresponds to supper in London, because it is not really supper, as we understand it, but London's hour for dining on a night when London has gone to the play. Night-life, which is now quite *démodé*, has the reputation for still going on in a big way in London—or it seems that way to a foreigner—but, actually, this supper hour has nothing to do with "night-life." It is just London indulging in the third meal of the day—London dining at eleven-thirty. A cocktail and a sandwich before the play, and a really good hearty meal with haddock, sausages and mash, a mixed grill, or lobster Newburg, as the main *plat*, is London's nightly routine. After that, every one goes home to bed—at about twelve-thirty or one. And nobody can call that "night-life."

Yet, London is undoubtedly now the gayest place in the world at midnight. Ciro's, the Embassy, the Café de Paris, the Savoy Grill, Quaglino, and the Train Bleu—I don't think any other big city can boast of so many smart places at that hour.

Without paying any attention to fashion—or rather without paying the attention given it by the corresponding people in Paris or New York—the Londoners at these various places at night are, somehow, more impressive looking than those seen anywhere else. The men in their tail-coats and white ties, the women in their brightly coloured dresses, wraps, and furs, look the last word in elegance, though by no means the last word in fashion. That is left to Paris. A woman in London said to me the other day: "No, I am not coming over to Paris to bother about clothes—I am having too good a time here just now. And anyway, you know, we don't bother much about clothes in London. We care more about our houses and our parties, and about having a good time. I have six weekends booked in advance, and I would not give up one of them for all the clothes in Paris."

LONDON SHOPS

And how I agree—when I am in England! I go to bed at a decent hour, yet I have had an extremely gay evening. Because Londoners lunch at half-past one, I have a long morning to enjoy myself shopping in Bond Street (or, rather, window-shopping), spending the morning at Fortnum and Mason's with a catalogue in my hands, as if I were at the National Gallery; inspecting the "nurses' department," the "chauffeurs' department," the "household department," and the banking department at Harrods; and gazing in the florists' windows, wondering where on earth they get all such wonderful flowers and woodland decorations—bits of moss-covered branches mixed with dried, green, trailing fungus, blue and red berries growing on twigs, and russet coloured autumn flowers, all put together to make a bouquet of interest that no bunch of two dozen chrysanthemums can equal. And white flowers—real and artificial,

all mixed up together—give one ideas.

The food, too, gives one ideas. "Smockies," imported from Scotland, to vie with haddock, mixed grills served in shallow, glazed earthenware dishes, and salads in wooden chopping bowls—these dishes now appear at the smartest lunch tables. Different kinds of breads are served on wired cake-plates, such as one sees in pastry shops, and cocktail biscuits are presented on wicker trays. All of these things, formerly seen in the pantry and the kitchen, have now found their way above the stairs, to amuse the guests.

But, in Paris, the same Englishwoman and her American sister become clothes-conscious. They go, perhaps, to the Théâtre des Champs-Élysées on the first night of Toscanini's appearance, which was the signal for the opening of the Paris season. Here, the crowd does not laugh and gossip, or distribute invitations for luncheon the morrow—every one moves about, watching one another closely, and not a detail is missed. How has Madame Muñoz done her hair? Everybody has a different theory about it, but the riddle is not solved, because she remains sitting in her box. But every one agrees it is her own hair, brushed up over a sort of wired "rat" on the top of her head, like a diadem (actually, that's what it was, and it was executed by Antoine). You'll see it on pages 26 and 27.

PARIS AUDIENCE

In her box is the beautiful Madame Paul-Louis Weiller, the Greek beauty who was "Miss Europe" two or three years ago. No two women could look more unlike—and therefore better—sitting together in a box at the theatre. Madame Muñoz, quite Oriental, with a very white skin and coal-black hair, and Madame Weiller, with her dark brown hair done in the classical Greek manner and her olive skin and perfect Greek profile. Both are dressed in black, and neither wears any jewellery. The effect is startling. But this is Paris, and effect is paramount.

Looking down at the audience, it appears to be a spotted sea of black and white, the men in their black coats, the women in their short white ermine jackets, with one flaming scarlet spot—Madame Schiaparelli in her Chinese lacquer-red quilted cape. It might have been planned in advance, this *mise en scène* by the audience. There is one woman in a green dress, but she keeps her jacket on, as though she were afraid of spoiling the colour scheme. Everybody looks at Madame Muñoz and Madame Weiller, back at Toscanini, and then back again at Madame Muñoz. This is just Paris enjoying itself.

Next day, conversation is something like this: "Did you like Baba Lucinge's black velvet dress with the gold corded belt (Chanel)?" "Did you see Nathalie Paley in her cock feathers, and Madame de Noailles with the white bow at her neck clipped back with four diamond leaves?" (Boivin.) "My dear, where did you get that brooch?" (The answer is, from Herz.) "I think everybody in Paris has that hat from (Continued on page 103)"

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"Decorating Secrets" offers a wealth of ideas for achieving new beauty in the home—suggests proper period styles for various interiors. Profusely illustrated. A 1933 furniture style book sent postpaid for 50 cents.

IMPERIAL FURNITURE CO.
Grand Rapids, Mich.



More holiday booty

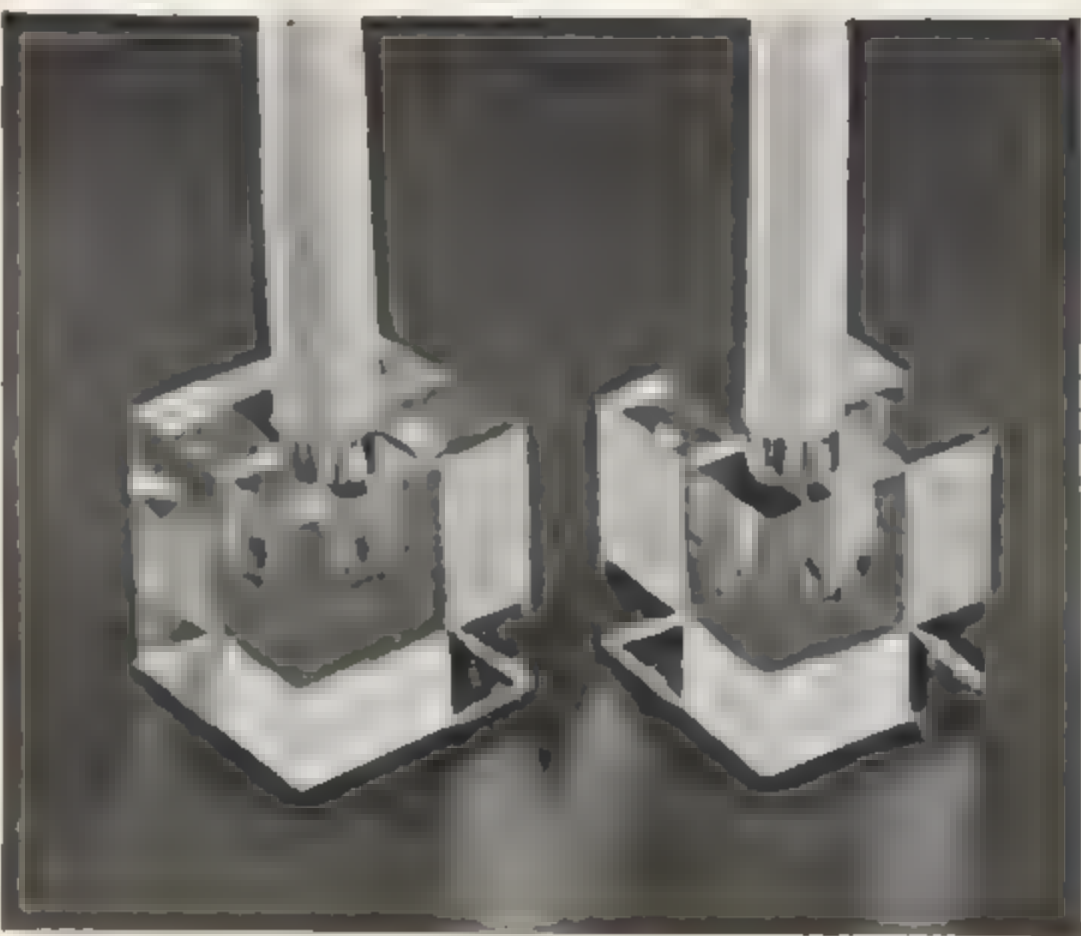
Festive

• Festive towels by Cannon are decorated with stripes, stars, ropes, and what-nots in delectable colours. A towel wardrobe need not repeat in colour or pattern, even in a little hut of thirty rooms and thirty-two baths. Separately or in sets; McCutcheon



Modern

• Modern as a couple of Centuries of Progress are these sturdy, square, and sparkling glass candlesticks of Corning Glass. She'll want to put them right on her Christmas dinner-table. About \$9 each; Altman



A vahz

• This bowl of white Ivorine glass is a boon for flowers and is guaranteed to gild the lily or the gardenia. It looks equally well with simple laurel leaves. About \$9; from Altman



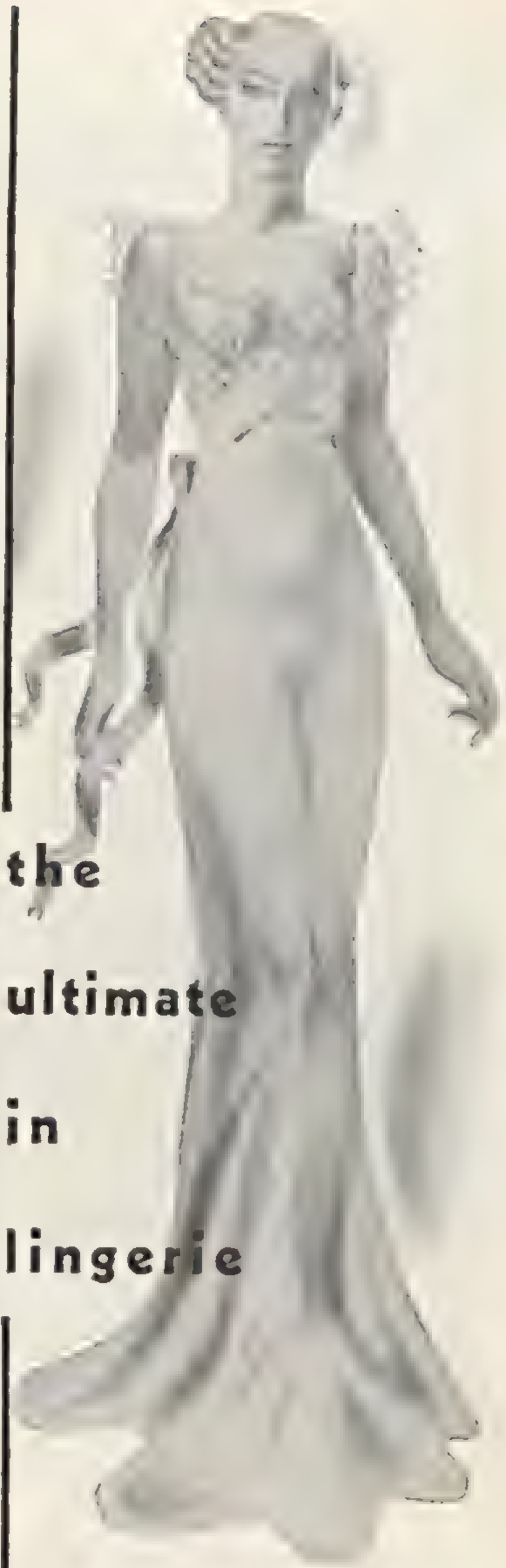
Sublime

• Sublime gift: sheets and cases of Wamsutta percale. Being a bit of a gay dog, Shop-hound usually succumbs to gadgets; but can appreciate the beauty of a dozen or so, in white. At all good shops



Entertaining

• This entertaining breakfast tray set was made by a clever Frenchwoman with her tongue in her cheek. This one has such a silly design that it will serve as a morning pick-up. Other funny pictures, too, appliquéd on coloured linen. About \$15; from Kargère



the
ultimate
in
lingerie



MODERATELY
PRICED
AT SMART SHOPS
EVERYWHERE
LANDE & MISKEND, Inc.
NEW YORK

ST. MORITZ* *is a good*

Little Winter Sport!

● It had its inspiration in the old-fashioned stocking cap. Smack it down upon your head . . . take the scarf end and throw it around your neck . . . then face the frigid winds bravely and smartly. Keeps you warm as toast while you ski, skate, motor or just "look on."

Quite inexpensive, too. May be had in brown, blue, green or black rabbit's hair wool—designed by "ECHO" where so many smart scarf ideas originate. You will also want the cozy gloves and bag to match.

You'll find ST. MORITZ* at
B. Altman, Scarf Dept. New York
Marshall Field, Scarf Dept. Chicago
Famous & Barr, Sportswear Dept. . . . St. Louis
I. Magnin San Francisco & Coast cities
Julius Garfinckel Washington, D. C.
and many other fine shops.



If the store in your city hasn't discovered St. Moritz* write direct to us

EDGAR C. HYMAN CO.

IMPORTERS AND MANUFACTURERS OF ECHO SCARFS

485 FIFTH AVE., NEW YORK

*Patent Pending

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How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

6506	\$.40	651675
650730	651750
650830	651830
650940	651930
651050	652075
651160	652160
651260	652275
651330	652330
651430	S-3674	1.00
651540	S-3675	1.00

ABOUT THE PICTURED PRESENTS

(CONTINUED FROM PAGE 99)

belong in a twelve-inch wagon that trundles beautifully, even over cobblestones, from Saks-Fifth Avenue.

• The good round No. 10 marks a poodle of doubtful ancestry from Saks-Fifth Avenue. Its brown wool has been sheared right down to the plaid gingham in a very chic way.

• Ending with a lucky No. 11 for one of the best mechanical toys of the year. It's got everything, red head-

lights that light, machinery to make it run straight—or in circles if traffic is bad—, rubber tires, and a brazen siren that will make life in the Yuletide home hideous. Wanamaker has it.

• With which Shop-Hound puts her head between her paws and collapses in a quivering heap, weary, but sublimely conscious of duty well performed.

WHY NOT TRIPOLI?

(CONTINUED FROM PAGE 86)

Leptis, on the other hand, deserves several days. The site itself is too vast for exploration in a single day, and the three-hour motor drive from Tripoli makes a one-day excursion unduly strenuous. An overnight and possibly a two-day stay at the charming little hotel in Homs will give the traveller ample time for visiting the gigantic temples and seeing the swimming pools lined in pink and green marble in which curly-haired Apollos reflected their marble images. Incidentally, if the weather is warm enough, one can indulge in perfect sea bathing on the Homs beach.

NOTES AND DATA

These trips, like the excursions to the olive-groves and cave-dwellers on the Garian mountain range, to the Arabic markets of Slitten, Tarhuna, and Mizda, require no special arrangements and equipment. Cars may be rented at moderate rates in Tripoli, good, if somewhat conventional hotels may always be found at night, and there is no need for sun-helmets or sleeping tents. White clothes and shady hats, better of felt than of straw, are always commendable in Africa, while a warm coat is never to be left behind. The temperature is liable to drop suddenly, and, even in the heart of summer, night in the desert is liable to make man and beast shiver. Camels, in fact, specialize in warm coats, which they grow with amazing rapidity, covering their protruding spots with specially thick tufts of camel's-hair. The white-clad native, with his immaculate cotton garb, never moves without his

pure wool *baraccano*, which, once wrapped around him, protects him from both the cold and the devastating power of the hot desert wind.

ON AND ON

If the lure of African life and scenery makes the coast, with its hotels, moving-picture houses, and Oriental bazaars seem banal, a ten-day excursion can be made to Ghadames and Ghat, following the Tunisian border, then moving inward to Murzuk, capital of Fezzan, and from there on to Sokna, Mesurata, and Tripoli. Italian occupation has made the country safe and quiet, while sand tracks allow motor transportation into regions of which the landscape, native custom, and colour have remained unchanged to a remarkable degree. The excursion, which usually takes place in groups in order to share the expense, has to be planned in advance, and arrangements for it can be made in Rome, as well as in Tripoli. Radio-equipped cars run quite comfortably on the sand track, and travellers enjoy a cordial welcome in the military stations and government houses, which offer them accommodation in localities where regular hotels are lacking.

White cities resplendent in the sun, merchants with regular caravans conveying ivory and spices from central Africa to the coast, nomad shepherds watching over their cattle and silently wondering why the white man is in such a hurry to live the short life granted by Allah, are a real relaxation after the noisy turmoil of our mechanical scene.



(Any man would like this gift)

SERV-A-LITE: the friendly smoking stand

Just a touch of the torch to the spark contact, and you have a perfect light . . . the flame can be passed from one person to another.

...and women like it, too!

The Serv-A-Lite is just as appropriate at home as in the office . . . a combination lighter, odorless ash receptacle, and beverage-proof tray. Stands 21" high. If your dealer cannot supply the model to harmonize with your furnishings, write manufacturer in time for Christmas shipment.

Faries Manufacturing Co. Decatur, Illinois

Chrome trim

Choice of red, green, or black gloss, \$19.50.

Walnut or mahogany finish, \$21.50.



**Priceless Gift
New Beauty—
New Charm
That Wins
The Flattery of Friends!**

So essential to beauty—to a uniform make-up—that discriminating women demand this priceless boudoir requisite. Controlled illumination removes all guess-work—no shadows or glare. The special-type magnifying glass assists in true line work on eyes, lips and brows. Ideal for eyebrow-plucking and removing facial blemishes. You, too, can enjoy these modern facilities in your own home with the

**HOLLYWOOD
Make-up Mirror**



The Hollywood De Luxe is beautifully finished in Cream Ivory, Jade Green and Orchid. Height fourteen inches, has six-inch Beveled French Plate Glass Mirror and Special Optical Magnifying Mirror. Mirrors and Light are adjustable. Underwriters approved. Complete with Bulb and Cord, \$5.00.

At leading Department Stores, or if unable to secure, write us giving color desired.

American Automatic Devices Co.
218 Throop St. Chicago, Ill.

Waist and Abdominal Reducer for Men
Reduce 2 to 3 inches IMMEDIATELY!
This pure gum rubber belt not only reduces the waist and abdomen, but also supports the body and greatly adds to one's comfort and appearance. Laced at back. Send waist and abdominal measures. **\$3.50**

RELIEVE swelling and varicose veins and reduce your limbs with Dr. WALTER'S famous medicated flesh colored gum rubber hose. Worn next to the skin they fit like a glove and you can see the improvement at once. Send ankle and calf measure.
11 inch \$3.75 pair
14 inch \$6.75

REDUCING BRASSIERE
So dainty that women often wear it over the loveliest underthings. It reduces most quickly when worn next to the skin—gives you that trim, youthful figure that the new styles demand. Send bust measurement. **\$2.25**

REDUCING GIRDLE
This pure gum rubber girdle reduces waist and abdomen and adds greatly to one's comfort—no harsh lines around the waist as it has no seams. Takes place of corset: beautifully made and very comfortable. Laced at back. Send waist and hip measures. **\$4.50**

All garments are made of pure flesh colored gum rubber. Write for literature. Send check or money order! No cash.

Private measures are essential as garments cannot be returned or refunded due to sanitary conditions.
DR. JEANNE B. WALTER
389 FIFTH AVE., NEW YORK
Los Angeles: Adele Millar, 3809 W. 7th St.
Philadelphia: "Harrie," 223 South 11th St.

LONDON-PARIS HOP

(CONTINUED FROM PAGE 100)

Suzy" (the black hat tied on with a ribbon at the back of the head). "You have never seen anything like the new headdresses by Antoine for Cécile Sorel's opening at the Casino de Paris. Her train will be twenty yards long, and it is carried by six Negro boys; and she will have the longest staircase and the biggest stage ever allotted to any one—even a movie star!"

Only the airplane (an hour and forty-five minutes from London to Paris) separates this conversation from: "Haddock on toast." "Who is giving you a mount this week-end?" "My dear, I can't, I am going to Lady Juliet Duff's new house in the country." "Gertie Lawrence looked eighteen last night." "Cole Porter has two shows running in London now." ("The Nymph Errant," and "The Gay Divorce.") "I have discovered the most wonderful thing at Fortnum and Mason's gift shop—the back and arms of an upholstered armchair, to sit up in bed with in the mornings, to put in place of cushions—the greatest comfort while spending a hard-working morning in bed."

(EDITOR'S NOTE: The cryptic authorship refers to none other than "Him," the writer of this commentary, and to Cecil Beaton, its illustrator—the former living in the city of light and the latter more or less in the city of fog.)

HIGH POINTS

(CONTINUED FROM PAGE 36a)

Taffeta blouses are an amusing whim of Lelong's. Mainbocher constructed several shirt-waists out of taffeta, too, and even more attractive were his blouses of broadly striped silks like the regimental tie silks English army officers wear when off duty. Almost all the new blouses tie over the skirt. Augustabernard's hip-length blouses are something to watch—made in a different colour and of a different fabric from the skirt.

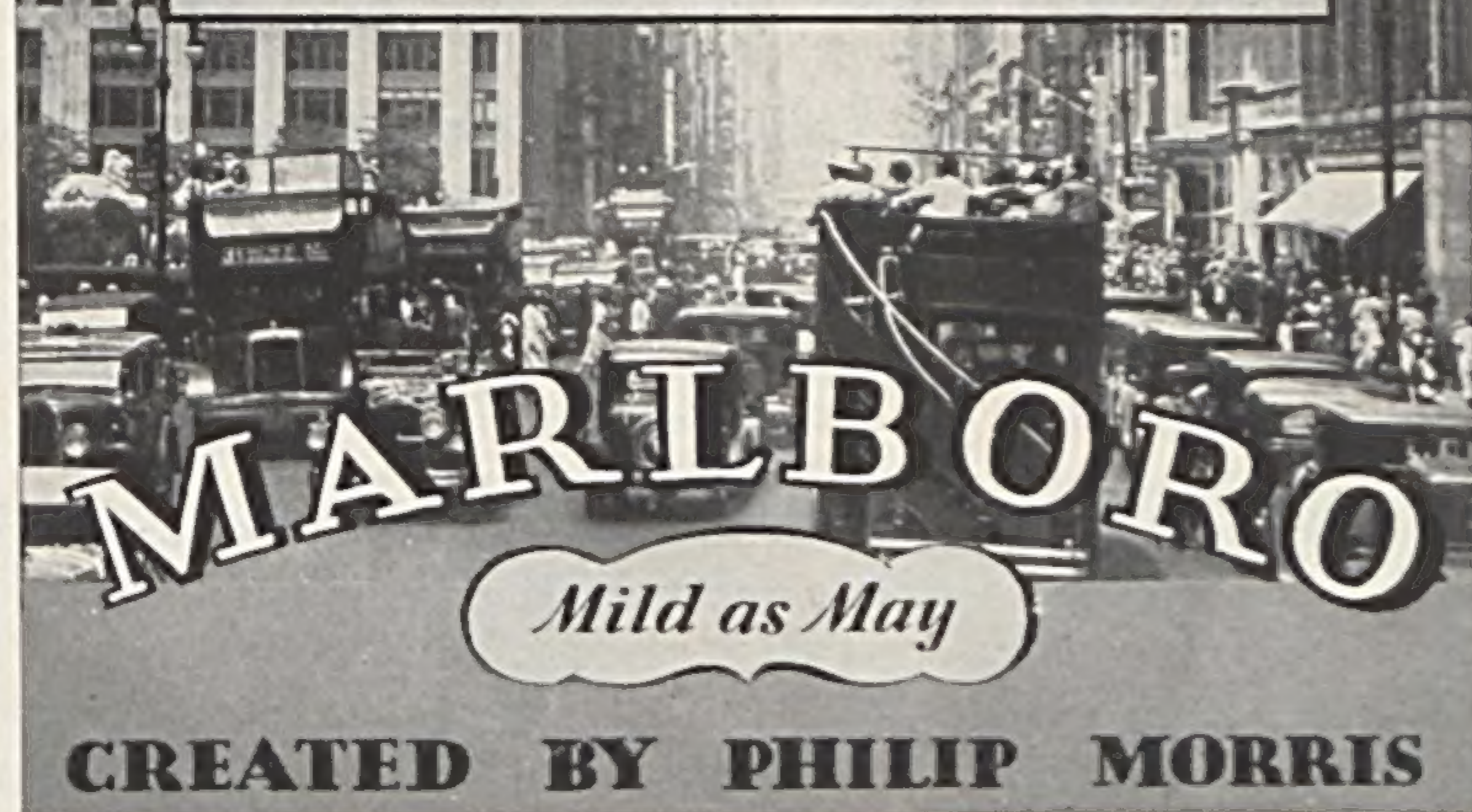
It may offend your ears to hear that dirty, earth-ish colours are the newest for day, but they won't offend your eyes. They're lovely. Dirty-pink, dirty-green, dirty-grey, dirty-brown. Black still appears on all sides, often combined with red, tomato, gold, pale blue, green, or pink. Brown is seen in company with dirty-pink, peach, greyish-blue, bright apple-green, grass-green, grey, and beige. Those two neutral shades, grey and beige, have lost no whit of their popularity. You'll run into navy-blue and white, of course.

At night, black suddenly looks terrifically new, chiefly because it is used as a background for interesting streaks of colour. Often, you think a dress is black, but it turns out to be an off-black shade—a blackish-green, or blackish-prune, or blackish-blue. Patou does an evening dress in a deep tone of green that is beautiful. White will be seen more than it has for a long time. And do watch canary-yellow. Grey, especially when two tones of grey are used, is definitely thrilling. Greyish blues are all over the place, and here and there you see a yellowish-pink, turquoise, deep blue, and greenish-blue.

Fifth Avenue, Beacon Street, Michigan Boulevard and Hollywood, all alike recognize Marlboro as America's finest cigarette.

Plain or Ivory Tipped. Marlboro is a successful man's cigarette, preferred by smart women.

For Lip Insurance, smoke Marlboro IVORY TIPS!



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WITHOUT COST



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America's authority on Charm. Personal adviser to eminent women of society, stage and business. Pioneer in the modern interpretation of Charm as a tangible, teachable principle.

HOW effectively do you express the Charm of your personality? Do you understand the technique of gracious living? In drawing room or office, in all the contacts of life, success depends largely upon the impression you create. Grade yourself with Margery Wilson's "Charm-Test." This interesting self-analysis chart reveals your various personal qualities by which others judge you. The "Charm-Test," together with Miss Wilson's booklet, "The Smart Point of View," will be sent to you without cost or obligation. This offer is made to acquaint you with the effectiveness of Margery Wilson's personalized training by correspondence.

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In your own home, under the sympathetic guidance of this distinguished teacher, you learn the art of exquisite self-expression—how to walk, how to talk, how to acquire poise and presence, how to project your personality effectively—to enhance your appeal. Margery Wilson makes tangible the elusive elements of Charm and gives you social ease, charming manners, finish, grace—the smart point of view.



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D'OR ELEGANT
CHOCOLATES
\$1.75 POUND



Say it
with
SCHRAFFT'S

Just any candy doesn't make a Christmas gift—it must be something quite special . . . something in the Schrafft manner. This D'or Elegant package, for instance, with its delicate chocolates—small, subtly flavored, almost gem-like in quality.

Schrafft's is gay with gift baskets and fruit cakes and all the important trivia of Christmas. And, whether you send D'or Elegant chocolates at \$1.75 the pound, or an imposing basket, or a pound of 60c candy, the Schrafft name says that you have been fastidious in your choice.

Send mail orders to Schrafft's, 556 Fifth Avenue, New York



CAN BE



● If you want to change spare time into spare cash, we can help you. Many women whose activities do not quite fill their days, have turned to us for their first taste of business. Our plan is simple . . . complete details are yours for the asking. The coupon would encourage us to tell all.

VOGUE BUSINESS BUREAU, GREENWICH, CONN.

I want to know about your plan to turn time into money.

Name _____

Address _____

Shop-hound goes on



Comfort

• Comfort makes up fully fifty per cent. of the beauty of this chair—it's the kind of chair you sit in, rather than on. The chassis is hard wood, and the velvet (in a choice of the loveliest soft colours), is put on with silvered nails. Given a chair like this, even a roving dog like Shop-hound could be convinced that the sedentary life has its charms. About \$100; from McCutcheon



Beauty

• This beautiful blanket cover of washable peach coloured silk is printed with a tracery of white flowers. About \$25. Baby pillow to match, about \$15. From the Maison de Linge

Folly

• This comb of blonde-shell is pure folly, but very useful to either blondes or brunettes. It's one of those feminine and extravagant-looking things that a woman adores to carry about. Under \$7; at the Grande Maison de Blanc, of New York



Frivolity

• Frivolity will attend the use of this gay cocktail tray set from France. The fine linen cloth, appliquéd and embroidered, shows a lady watching a cherry take a swim in a brimming glass, and a recipe for a "Lady Cocktail." The six napkins have appliqué heads in their corners. At about \$10; from Kargère



Satisfaction

• The masculine idea of what a bath-towel should be attains satisfaction in two towels from Martex. The first, a huge bath sheet, is about \$8; Altman. The second, a linen friction bath-towel, grand for after a cold bath, is about \$2; Lord and Taylor



MARTINUS ANDERSEN

WON'T YOU WISH YOUR BEST FRIENDS

A Comfy Christmas!

So MANY people to remember, somehow — but let's think first of those you like best of all. They'll get from some one else all the usual what-nots, and maybe some that are just too unusual. But *you* can do better! • No one you know has enough fluffy towels, enough soft wash cloths, enough smart bath mats — the Cannon kind. . . . Scatter them broadcast. In matched sets, by the dozen, or as you will. You can have them in bright new fancy packings lit with Christmas sparkle. You can pick and choose to suit each person to a T, from dozens of brilliant designs. You are giving charm and cheer and gentle pick-up, for Christmas night and all the New Year. • Remember, Cannon towels are plus-quality towels—you get more beauty and more loyal service for every cent spent. You can pay from 29c to \$2.50 apiece, for matched sets \$2 to \$10, and buy more for less every time. . . . When was ever a Christmas gift so all-around smart and so all-around kind! . . . Cannon Mills, Inc., 70 Worth Street, New York City.



New CANNON TOWELS



New whites! New brights! Tailored borders — wrinkle effects — jewel colors — deep tones — matched sets in Cellophane — styles, sizes, weights, weaves to please!



3 new Cutex Gift Sets for a more Elegant Christmas



"Luxurious" describes the CUTEX CLUB KIT. In black, tan or red real leather. The case zips open. Contains Cuticle Remover, Polish, Polish Remover, Cuticle Oil, Nail White Pencil, finger rest, and accessories. Only \$3.50. Traveling Set, \$2.00; Boudoir Set, \$3.50.

Clothes are getting more elegant—and so are the new CUTEX GIFT SETS

With fashions doing a flash-back to the Gay Nineties, girls don't need to be told how much more interesting and elegant they've got to look this season.

And "Elegant" is the word, too, for the new Cutex Gift Sets. Lots of "pomp and circumstance" in their appearance—but plenty of practical economy in price!

We firmly believe *you* couldn't show yourself a better friend this Christmas than to run out and get these sets for all your "girl friends." And slip up and write "Cutex" under your own name on somebody else's list. Don't let there be any mistake this year—you must have one of the new Cutex Gift Sets.

NORTHAM WARREN, New York, Montreal, London, Paris



(Left) The CUTEX FIVE MINUTE SET greets you this year from a stunning new bakelite box. Shiny black with a smart design—just \$1.00.

(Right) The CUTEX COMPACT SET is gay and smart. Ready to do a thorough manicure job. Only 50¢.

